DOCUMENT RESUME

ED 136 743 IR 004 412

TITLE	Information and Referral; Program for Workshop.
INSTITUTION	San Francisco Public Library, Calif. Bay Area Reference Center.
SPONS AGENCY	Office of Education (DHEW), Washington, D.C.
PUB DATE	22 Sep 76
NOTE	64p.
EDRS PRICE	MF-$0.83 HC-$3.50 Plus Postage.
DESCRIPTORS	Classification; Evaluation Criteria; Evaluation Methods; Financial Support; Information Science; *Information Services; *Information Systems; Interagency Cooperation; Library Education; *Library Reference Services; Publicize; *Referral; Workshops

ABSTRACT

This compilation of proceedings and documents from the Bay Area Reference Center Workshop on Information and Referral, held in September 1976, Contains information pertaining to: (1) personal style of the reference librarian, (2) initiating and maintaining an Information and Referral Resource File, (3) interagency cooperation on human service Information and Referral files, (4) funding and publicity for Information and Referral services, and (5) follow up and evaluation of procedures and referrals. Documents appended include: (1) sources of further information on Information and Referral, (2) suggested categories of information, (3) publicity hints and examples, (4) information needed from referral resources and clients, and (5) information relating to national Information and Referral standards and criteria. (STS)

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U.S. DEPARTMENT OF HEALTH
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INFORMATION & REFERRAL

IR004412

THE BAY AREA REFERENCE CENTER
presents a workshop on

INFORMATION AND REFERRAL

September 22 & 23, 1976
Lurie Room, San Francisco Public Library
Larkin & McAllister Streets, San Francisco, CA

9:00--9:30	Registration
9:30--9:45	Opening remarks - Anne Roughton, BARC Workshop Coordinator; Edwin Castagna, Acting City Librarian, San Francisco Public Library; Gilda Turitz, BARC Reference Librarian
9:45-10:15	Film: "Tell me where to turn"
10:15-11:05	How to talk with someone who needs information - Howard A. Rochford, Jr., Executive Director, San Francisco Crisis Line
11:05-11:30	Break
11:30-12:15	How to set up and maintain an I&R file - Arlene Belasco, Computerized Community Information Project, San Mateo Public Library
12:15--1:30	Lunch
1:30--3:00	Cooperation with other community agencies - Arlene Belasco; Bonnie Bowing, The Resource Staff, San Mateo County Department of Public Health & Welfare; Nancy Crabbe, Department Librarian, San Mateo County Department of Public Health & Welfare; Jane Edison, Coordinator of Senior Adults I&R Services, San Mateo County; Jane Irby, Computerized Community Information Project, San Mateo Public Library
3:00--3:10	Break
3:10--3:30	Funding an I&R Project - Marcia Keller, Special Projects Librarian, San Mateo County Library
3:30--3:45	Publicity - Audrey Powers, BARC Reference Librarian
3:45--4:00	Follow-up and evaluation - Jane Irby

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A definition of Information and Referral: "Information and referral is the active process of linking a person with a need or problem with a service which will meet the need or solve the problem. The link between the person and the service is made up of information. It is because the success or failure of the information link depends on communication involving specific individuals in specific problem situations, that we emphasize that information and referral is a process and not a product. The distribution of pamphlets describing social services, the addition of a directory of community services to the reference collection, or the addition of a desk labeled 'Information' where help with the card catalog or yellow pages is available are all fine services, but are not information and referral."*

*Robert Croneberger, Jr. and Carolyn Luck, "Defining Information and Referral Service," *Library Journal*, 100 (November 1, 1975):1984.

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The activity which is the subject of this report was supported in whole or in part by the U.S. Office of Education, Department of Health, Education & Welfare. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Office of Education, and no official endorsement by the U.S. Office of Education should be inferred.

SUMMARY

251 persons attended BARC's workshop on Information & Referral.

The program began with a film about I&R, "Tell me where to turn." Howard A. Rochford, Jr., Executive Director of the San Francisco Crisis Line, spoke about how to talk with someone who needs information. Arlene Belasco, librarian at San Mateo Public Library's Computerized Community Information Project (CIP), told how to set up and maintain an I&R file. In the afternoon a panel of three librarians and two social workers discussed how a library I&R project can cooperate with other community agencies. Marcia Keller, Special Projects Librarian at San Mateo County Library, spoke about funding; and Audrey Powers, BARC Reference Librarian, talked about publicity. Jane Irby, Director of CIP, ended the program by telling how to evaluate procedures and referrals.

HOW TO TALK WITH SOMEONE WHO NEEDS INFORMATION

Howard A. Rochford, Jr.

I work for the San Francisco Crisis Line and have for years, and there is a relevance to my being here. We spend a lot of time talking with people whose principal crisis is that they do not understand a situation well enough to find the problem areas of that situation; they do not know what resources are available in the community; they do not know what their rights of access are to those resources; and they do not know how to use those resources, once they find out about them, and understand that they do have a right of access to them. Essentially they do not know.

When we talk about information and referral, we're talking about having enough information so that one can help somebody take a good look at a situation; define out what are problem or painful parts; figure out what are appropriate resources in the community, if those resources exist; figure out how to approach those resources to make them relevant to their particular situation.

The subject area I'm supposed to cover is how to talk to people with problems, how to talk to people with questions. One of my principal responsibilities with the San Francisco Crisis Line is training the staff. They come in, and they feel they're going to learn a different language, a different approach to life. I can't teach you that. Nobody can teach you that, because the principal thing involved is that somehow one human being says to another, "I'll help if I can; let's see what we can do together." There's no way you can train a human being to actually, honestly and sincerely say to another human being, "I'd like to help; I understand you're in pain; I understand you're confused; I understand you have a need; maybe the two of us can work it out."

Once you want the person with the question or problem to trust you, to say hello to you, to be honest with you - what then are you allowed to do and should you do with that bridge you have built? What can you do to or for another human being, particularly within the frame of reference of I&R? Are you going to be a social worker? Are you going to be a crisis counselor? Are you going to be a baby sitter for lonely people who don't have anyone else to call or talk to? Are you going to be a little magnet - you know, people realizing that you have a telephone number, that you're available at a desk, and they will manufacture problems and questions so that they can stop by and say hello to you.

The first thing people need to be told is what we tell ourselves at the Crisis Line. We are first-step counseling services for normal people in normal situations who, for some reason, do not have the information, or the experience, or the strength to manage that situation alone. That's where you move in an I&R. Someone says, "Hey, I don't think I can quite manage to even understand my situation; I think I need to talk with someone who knows about such situations. How do I find that person? How do I properly approach that particular service to say, 'Hey, I've got a situation you folks can look at.'" That's what I&R is - to help an individual who comes along feeling a little bit weak, and to help them feel normal, and to help them understand they are in a normal situation, and there are people around fully prepared, willing and able to help you handle that normal situation. In actual fact, if it's the first time you've been there, there's no reason in the world to expect that you should be able to handle it. There are things that we learn through stages in life.

When you're into the process of talking with people who have problems, I guess the first thing is to say, "Hey, people do have problems; that's a normal situation. People do have questions, and that's also normal." But when people do have problems and when they do have questions, they don't feel normal and they don't feel strong. All you have to do is support their normalcy and support

their strength and say, "Hey, asking the question is a really healthy thing. To be able to look at your situation and say, 'Hey, I can't quite manage that' is a really good thing." When people begin to feel good about themselves because you have respected them, they will begin to trust you. An individual who comes to you may come with one situation, and after you talk about it you find that it really is two situations. There may be a financial need, or a very clear legal situation, or something which is very much a counseling situation. That's part of what we do, but it's also part of a good I&R. It's not just, "I have a little booklet here, and it's got a name and address." That all has to be converted into usable material by a human being, and that's all done in a very interesting kind of interchange; it's a thing that you really cannot be taught. You have to care about the people who will call on you for assistance.

Now, how does a library fit into this whole process? Well, the library is one of the most trusted nonpolitical institutions that we have in our country. Perhaps this is a broad, general stereotype, but I believe that's the way people feel about libraries. They also feel they can exist without money, without attention, but it's a damn good thing that they're there. They feel good about librarians too. They feel that librarians are bright; they're intelligent; they're honest. They can get the information. Somehow, when nobody else can, librarians can find what you need. They have all sorts of good feelings about libraries that they don't have about a lot of other institutions that might otherwise do I&R.

What I'd like to do at this particular point is to give the rest of the time we have to rather specific questions that you may have, dealing broadly with whatever it is that we have in our subject area, which could also include the film.

Comment from audience

I couldn't disagree with you more that people trust librarians enough to approach them with needs that are on a very personal level. I think that has been one of our big problems. I'm not really putting down the profession. People have not expected us to have this kind of information, and they have come to us with much less personal needs usually. But when they do come with these more personal needs, I think that we never have learned how to respond to them.

I work on a media mobile out on the city streets, and people I deal with, who have known me for three years, who have come to trust me, find it hard to approach me. And yes, I have to read between the lines and all that, but I still don't know quite whether I'm overstepping my bounds when I suggest something. I think there's still that problem of trust. I don't think people trust librarians with that kind of issue.

Mr. Rochford

How about a response to that?

Comment from audience

Well, I don't know if I disagree with her, but I think sometimes we realize intuitively that a person needs more help than we are giving, but we don't respond; we don't act. Someone can come in and ask for a special directory of schools, and you give them what you've got as a reference tool, but that may not satisfy the need; another question is needed. I think somewhere along the line we have to read between the lines and make the overt gesture, beyond withdrawing and saying, "Well, I'm not going to ask that personal question."

Mr. Rochford

OK, that's the issue. Somewhere along the line, if you are sensitive to

the fact that a question is coming up, you have to make the choice as to whether you will frame the question and say it out loud, or wait until they struggle and bring it up. I think it's fair to say - and this is something you really want to be sure of - that a person will have a pretty good feeling about you if you frame the question up for them, if they've given you a good enough sign that there is a question. For instance, you might say, "I kind of think you want a little more information. Can I help you use this book to find what you want? Can I tell you what this book has and what it doesn't have? There are some other books that will dovetail with this."

Once again, you bring up the question of a reference interview. People come in, and they say, "I want thus and such a book," and you know that most people who ask for thus and such a book have thus and such a goal. Somebody has told them that that book is going to do the whole thing, but "somebody" usually is wrong. The book doesn't do it. You might, right from the start, say, "Can you tell me what it is you expect the book to be able to do? Maybe there's something else we could add to it." That leaves it open. They may turn around to you, and, in respect for their own privacy, their own fears, or whatever, say, "I just want to look at it." They have a perfect right to say, "No, I don't want to tell you what I want to do." People do have that right, and if you respect it, they will share a great deal more with you.

Comment from audience

I'd just like to make a further comment on that. I think librarians are trusted, alright. I just think librarians play a very active role in making sure they do not get asked those questions. To receive the question means you have to take the responsibility for answering it.

Mr. Rochford

There are none so blind as those who will not see, and none so deaf as those who will not hear. Alright, that's true. If you do not want to hear something, you don't hear it, just as if you do want to hear something, you will hear it. If you're going to make friends with somebody who is not feeling very strong, you must take the chance of framing up a question and saying, "I'm hearing you." You always have to take the chance that you are being too perceptive, so you have to be sort of gentle with the way you frame up your question. In the film, the social worker said, "How are you feeling?" She didn't say, "Are you pregnant?" OK? I mean, that would have blasted that poor woman right out of that phone booth. The social worker knew where she was going, but she knew she couldn't go there too quickly.

People will do things in their own time, and it's their right to do things in their own time. If they come to you for help in the I&R center, and you give them help - you frame up the question, the situation, the problem areas, and the resources that are available in the community - you expect them to go ahead and do something. Forget it. No way. They don't have any responsibility to you to go ahead and manage their lives according to your time schedule. And you have to be fair. A lot of people can live with situations, as long as they know what those situations are, and then, if it becomes unlivable, they can do something about it. That's the point.

Question from audience

Can I just ask you what you do in your center. How far do you go? Do you actually run out to the house to help people?

Mr. Rochford

No, we don't make house calls.

Question from audience

How involved do you get?

Mr. Rochford

In terms of individual kinds of things, we are not a crisis service in the sense that we are not part of a mental health service that does crisis work, goes out on domestic disputes, or that type of thing. We answer a telephone primarily. We talk and listen to people.

Question from audience

Do you tell them what to do?

Mr. Rochford

It really depends on the situation, very much. You deal honestly with the people who call you. That's the important thing. You have the right kind of people who are answering the telephone, who are able to do a variety of very skillful things. The principal thing you are going to do is be honest with the person who calls. The person who calls is going to know that that's what's happening. It is not a baby sitting service - OK? That's an important distinction. A crisis line cannot be a baby sitting service. There are other kinds of telephone lines that can be, but some strange things will happen unless you make that decision, and that sounds awfully hard and awfully uncharitable, but most people don't really want a baby sitting service, even if they feel that's what they're willing to settle for. Most people are ready to get involved, but you've got to be able to say, "Hey, I'm willing to get involved."

Question from audience

How do you insure that your referrals have indeed been "good" referrals?

Mr. Rochford

You do it before you make them. Once again, in our situation, we're a little bit different. In most crisis or I&R services, where there is an evaluation process, they must statistically prove not only that people called, but that they got what they called to get - they do follow up. In our service we don't believe in that kind of follow up. We believe in follow back, if the citizen chooses. I use the word "citizen" in the broadest sense, meaning an individual with highly vested rights, not one of which should in any way be affected by our supposed need for evaluation statistics. He has no responsibility to go ahead and do anything, even though he called asking which way to go. He has no responsibility to tell us if he did. Nor has he any responsibility to tell us who he is.

We do encourage people to let us know that they have gotten what they want, how it worked out. A lot of people do let us know. A lot of people are not ready to move, so there isn't any possibility of their reporting anything, except for the fact that, "You gave me information, and I decided not to do anything about it." That's not your fault; that's their right. They have a right to privacy. Most of your I&R is going to be done anonymously. It's going to be difficult to do any kind of follow up statistical evaluation on that level.

I guess if we're to sum this thing up, the one thing that I can conclude is that libraries and librarians are natural I&R people. They are already doing it. They are people who are singularly trusted and respected in their own communities. All they have to do individually is get ready to say, "Hey, I, as an individual, am willing," because an I&R service is just a person. A lot of the data is available, but it's the person who is willing to hear the question and to take that little bit of time.

HOW TO SET UP AND MAINTAIN AN I&R FILE

Arlene Belasco

I'm here today to talk to you about how to set up a resource file to do information and referral. I'm working with a project which has computerized its resource file, but what I have to say today I hope is applicable in any situation, no matter what sort of a file you have or want to develop.

Information and referral is more than just a resource file. To do I&R you do need a resource file. You also need a trained staff that can use that file and knows how to get the information out of that file. The staff must be able to talk to the patron, use good reference interviewing techniques to get the question straight, and give the information the patron needs.

In the ideal service you would do follow up to make sure that the patron does actually get the service he or she has been referred to. Advocacy would be the next step; this means taking the part of the client, working on behalf of the client, making sure that the needs are met. Outreach would be going out into the community, trying to identify the members of the community who really need the service, and making sure they know about it and use it. Dissemination to the community would be a broad, general sort of thing where you might write a weekly article in a newspaper saying these are new resources in the community, new services, or, "We're like an answer line; tell us your question, and the library will answer it." Finally, an ideal service would include providing information to help planners develop new resources to meet needs which aren't being met right now.

The resource file isn't I&R, but it's one of the essential components of I&R. It's an organized and cross-indexed file of comparable information on resources. I want to try to answer some of the important questions your library must ask and answer before it sets up a file and while it's setting up the file. There's no magic formula, no book telling you how to do this, because communities are all different, and you're going to need to develop files that reflect the needs and interests of your community. There are some very good manuals, however. InterStudy, which is funded by the Administration on Aging, has put together some manuals for people starting information and referral centers [see Appendix A]. There's one called *The Resource File*; it tells how to develop the resource file.

Some of the questions I want to address today are how to determine what sort of a file is needed and what presently exists in the community; what you want to develop, how to determine what to put in the file and what not to put in there; how and where to start to build the file; who is going to collect the information; what is the best way to organize and index the information; what format do you want the information to be in; and do you need a provision for updating.

First, I'd like to talk about how to determine the kind of resource file that's needed. It's simply a matter of finding out what's already been done. You will want to find out what directories your library already has, and if there are other local directories of services and clubs and organizations. If information and referral services already exist in your community, who's doing them and what are they using to do them? You can check out the Economic Opportunity Commission information and referral centers. There are a lot of those around. Find out what resource files are available at your local welfare department, United Way agency, Chamber of Commerce, community services section of your police department, and local city and county planning departments. Find out what sort of services they're providing. Then start from there to see what sort of a file you should have. Contact some of these organizations; talk to

them in person or by telephone; find out what they're doing and what they're providing.

You might take surveys of the reference questions you handle each month; categorize them; see what sorts of services are requested, and what sort of information is requested, that you don't have files of information on. That would also help you decide what sort of a resource file you want to build. It would pinpoint the kinds of resources that will reflect the needs of your community.

Do you want to include resources that the public can get directly, and only those? Or do you want to have resources in the file which a person would have to go through a third party to obtain? There might be a special education program that there's no point in telling the public about because they would not take a referral unless it was from a physician or a special educator.

The kinds of resources you can include in the file are varied. There are the human services - the services dealing with education, the law, health, mental health, consumer protection, recreation, housing, income maintenance - such as social security and welfare programs; services helping people in emergency situations or when there are natural disasters; and special services helping particular target groups such as senior citizens, ethnic minorities or children. Those are service organizations; and probably your file will include many of them.

You might include social and cultural resources such as artists groups and recreational groups and organizations - for instance, a garden club where the membership is open to the public. Usually the local chamber of commerce has a directory of those groups. You probably won't need to include them if the local department of recreation puts out a good directory.

Other sorts of resources you might include are sources of information. You could include individuals with expertise in a certain area who are willing to share their expertise, or information about special libraries in the area. In other words, sources of information in the area where you can go and get more information.

There are some profit making services which you might want to include, simply because they are not available from a nonprofit entity. For example, we have in our file a profit making business which delivers meals to homebound people. We've included it because no other such service exists in our area. We've also included a couple of non-emergency profit making ambulance services - the only ones in the area that provide non-emergency ambulance service.

How and where you start building a file will depend on the kinds of resources you want to put in it. When you decide on the starting point you should make a plan and set up some sort of a timetable. Exactly how you do this will depend on the staffing available, how many services you want to include, and how big a community you serve.

You might start with a particular kind of service, such as child care services; or you could start with a particular problem and then find the services that would alleviate the problem, such as services to help people who don't have any money for one reason or another; or you might want to start your file by concentrating on services for a particular clientele, such as the elderly.

After you've decided what types of services you want to start with, you should make a list, with names and addresses, of the resources you want to contact. This is really essential. It's amazing how fast it will mushroom. This list of agencies is going to be based on directories, and once you start talking to one agency, you usually find out about five more, and then five more from them. Even if you live in a small area, you'll be surprised at how much is going on.

As far as the kind of information you want to gather about each agency - check the sheet in your packet that is taken from the *National Standards for Information and Referral Service*. This is from AIRS, the Alliance for Information and Referral Services, a national organization of people concerned with I&R. AIRS has developed some norms of service and some standards; we've reproduced here the standards that are relevant to the resource file [Appendix B]. We've also included in your packet "The Resource File Record" [Appendix C] which lists 17 other elements. You could put in any number, depending on how comprehensive you want to be, but these are the kinds of information you want your files to contain. The number of optional elements you include depends on how comprehensive you want the file to be. Remember, the more elements you put in, the more time it's going to take to collect that information.

Whenever you're getting information about an agency, make sure you know its legal and popular names. They may call themselves four or five different things, and if you have the legal name, you probably won't duplicate it. That can be a problem - having something in your file under three or four different names.

The description of services is very important. The description of services is not the agency's purpose. The purpose might be to help unmarried, pregnant women; but what do they do? What are their services? Do they provide adoption service, pre-adoption counseling, etc. You want to be very specific about that.

How do you get this information about a service? According to AIRS standards, the right way is to have direct contact with the service provider. That could be either through personal contact, or it could be a questionnaire through the mail. There are advantages and disadvantages to each method. The telephone interviews and the on-site interviews are the most time-consuming, but they have certain advantages. You can talk to the person on the telephone and get a feeling for the agency, a feeling for the service provider; you can also make sure that you get answers to all the questions. One of the problems of sending out a questionnaire is that an agency may just fill out a couple of items and mail it back to you. Then it's going to require a follow-up phone call, which is going to cut into staff time.

In your packet we've included a sample of a mail-out questionnaire [Appendix D] which the Resource One people here in San Francisco send out to agencies; it's really very complete. On the back of it they have included subject headings; they let agencies classify themselves. They send out this questionnaire with a cover letter to the agencies they want in their file. One of the problems of sending out a questionnaire is that you cannot always be certain who is filling it out, so be sure to ask for that information on the questionnaire.

The other questionnaire [Appendix E] in the kit is a data sheet we use in our project; we do personal interviews both on the telephone and in person. One of the advantages of going to the agency and having a personal interview is that a visit might help clarify in your own mind what it is they're doing. Also, visiting personally is important to get some working relationships with these agencies.

One note about the questionnaires: Whenever you send out a questionnaire, be sure to include a self-addressed, stamped envelope, because you won't get it back unless you do. They might not mail it back even if you do, but your chances are better if you include postage. There's about an 80% return rate with questionnaires that have been mailed out with self-addressed, stamped envelopes. You'll still have to use some staff time to do follow up.

Another important thing, before you contact the agency - I suggest you send a letter of intention to all of the agencies on your list saying, "Hi, we're the public library. We're going to be getting information about you. We're going to be wanting to talk to you in the near future or to have you fill out a questionnaire in the near future, about the services you provide, for our

information file." It would be even more helpful if a letter of cooperation and intention could be mailed out to these agencies by your city manager, your mayor, or your county manager. There might be political strings you'd have to pull, but it would help if a third party with authority said, "The library is setting up an information and referral service. They're asking for your cooperation in getting this information." Getting information about an agency can be difficult. Sometimes it seems as though they don't want to tell you what they're doing, even though you just want the information so you can help the people they're supposed to be serving. The publicly funded agencies, especially, can be a little recalcitrant or reluctant.

You will need a procedure manual. You need one to help train your staff in how to get the information, how to read those questionnaires when they come back, how to talk to people. Have specific questions written down for your staff to ask when they call people. Also, as you're getting the information, be sure to ask the agencies for any printed literature they have. This will be for your vertical file and will supplement your resource file.

Who will collect the data? That depends on your library situation. I think information and referral is part of the general reference service, and staff time should be allocated for it. Just as someone clips the newspapers, someone could be building a resource file, and not just one person. Two library workers working two hours a week can contact five or six agencies a week. Do it gradually and build it up. An urban library with lots of branches will have to decide whether the information is going to be collected at a central point and then sent out to the branches, or whether each branch is going to collect its own information. You will want to minimize duplication.

Organizing the file is difficult, because everybody has a different way of doing it. AIRS standards say the file should be organized both alphabetically, by the agency name, and by subject according to the problems solved and the services provided. That's the difficult one, the subject category, the service provisions. There has been no thesaurus developed, and one information specialist has estimated it would take one to two years, and half a million dollars to develop one. Planned Parenthood might be categorized as birth control, family planning, or abortion - what are you going to put it under? That is really essential. It's something you're going to have to decide - the best subject headings your staff can use, the ones they're most comfortable using.

We've included in the packet a list of the subject headings used by the LINC Service Center at the Memphis Public Library [Appendix G]. It's 11 pages with all sorts of cross references - you really need cross references, because you want it to be a complete subject heading list. However, on the Resource One questionnaire [Appendix D], the agency picks out the subject heading they want to be listed under; that way they've managed to cut the list of subjects down quite a bit. You will have to decide how to do it yourself. There is an interesting article in *California Librarian* for July 1976, written by two librarians from San Diego County Library; they tried to use subject heading lists developed by other libraries and ended up compiling their own. You might want to be able to access information according to geographical location if you're serving a large area, or by the languages spoken by the personnel of the agency. This all depends on your community; and there are probably no how-to-do-it manuals for your particular community.

You can put the file in whatever form is convenient for you. You can publish a printed directory or just put the information in card files, on a Rolodex, in Cardex files, in looseleaf binders. You could use a computer file, if you have the money and enough information. It's very handy for accessing and for doing a centralized file.

Whatever form it's in, it should be one that can be easily updated, because updating is essential to an I&R file. The AIRS standard says a file should be

updated at least annually; you will probably want to do it even more frequently. You'll be doing informal updating all the time - when you find out address changes, etc; but you'll want to do a systematic, regular update, at least once a year, starting with the oldest information in the file.

The way we do it is to send a computer printout with the information we have in the file to each agency, asking them to verify it and to make any corrections. We always include the stamped envelope. Even with that we don't get 100% response rate, so we have to do some follow up with some calls. Updating will require staff time.

I know some of you have developed resource files. Don't worry about when your file is going to be done. It's never going to be done. It just keeps going. New agencies start up. Others just cease - due to lack of interest, or lack of funds. A file is a pretty organic sort of a thing, and you're ready to use it when you feel comfortable with the information in the file. Just start using it. Are there any questions?

Question from audience

In what way do you use the vertical file with pamphlets in it? I assume you meant pamphlets from the agencies themselves. In what way would that be helpful?

Ms. Belasco

Oh, it's helpful in any number of ways. You may already have a vertical file collection, and before contacting the agency you might want to look through any information you may already have on them. Also, when you're giving information to a patron, you could show them the brochure. The brochure is probably going to duplicate a lot of what you have in the file, but it is nice to have because the patron can look at it and say, "Well, that's the kind of brochure they put out; I don't know if I want to do business with someone who puts out a brochure on bright green paper." Also, get newspaper clippings.

Question from audience

What kind of orientation program do you suggest?

Ms. Belasco

You might invite personnel from an agency, like the Welfare Department if that's going to be an important resource, to come to a staff meeting and have them talk about their agency. If the staff is interested, they could visit agencies.

Jane Irby

Arlene is the editor of the CIP newsletter called *CIP Update*, which goes to all 32 libraries in the Peninsula Library System with a note that says, "Please circulate or post." We hope it gets to a lot of staff members on a monthly basis so they can hear what we're up to. Also, we did workshops for about 100 people.

Question from audience

Do you have any other suggestions for encouraging people to return questionnaires by mail?

Ms. Belasco

When we ask for updating information, we always include a cover letter saying, "Please, it's essential and vital." But there will always be some that don't respond. The panel this afternoon will address the matter of a number of files being maintained and collected in a particular area. We'll show you one way of using inter-agency cooperation to try and reduce the duplication of files, but not reduce the delivery of the service.

Fact sheet on INFIRM (Integrated File of Information for Resource Management)

The staff of two agencies in San Mateo County with large files of information on human services are now working together to combine their files. This cooperative effort will result in greater accessibility of human service information to the public and to people working in the helping professions.

Working together on this project are the Department of Public Health and Welfare's Resource Staff, the Coordinator of Senior Adult Information and Referral Services, the Department Librarian and the staff of the Peninsula Library System's Community Information Project (CIP).

The Resource Staff provides information and consultation about human services to professionals, paraprofessionals and volunteers, and together with the Senior Adult I&R Coordinator, maintains a large manual file listing agencies, organizations, and services. It does not provide information directly to the public.

CIP has designed and maintains a similar file which is computerized. This information is available to the public through the reference departments at public libraries throughout the county.

Combining these two files requires that the staff of both agencies sometimes work together in the same office. A computer terminal is located in the Dept. of Public Health & Welfare's Social Service Division office at 274 W. 20th Ave., San Mateo. The terminal is used to incorporate information from the DPHW manual file into the CIP computer file which uses a Stanford University computer. The terminal will continue to retrieve information from the computer as it is needed. The Dept. of Public Health & Welfare and the Area Agency on Aging are providing the necessary computer terminal and federally funded CIP is budgeted for computer time.

We expect the benefits of this joint effort to be:

- **More effective use of the limited staffs of CIP, the Resource Staff, and Coordinator of Senior Adult Information & Referral Services. The reduced duplication of effort and combined professional expertise will result in better information services to the people of San Mateo County at minimal cost.
- **Growth of the CIP file which will make more information directly available to the public at 17 libraries throughout the county. These libraries are open during evenings and weekends as well as regular business hours.
- **The availability of computer printed descriptions of needed services in English and/or Spanish from the Resource Staff, Senior Information and Referral Coordinator's Office as well as from libraries.

PENINSULA LIBRARY SYSTEM

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SAN MATEO COUNTY DEPARTMENT OF PUBLIC HEALTH & WELFARE

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COOPERATION WITH OTHER COMMUNITY AGENCIES

Arlene Belasco, Bonnie Bowing, Nancy Crabbe, Jane Edison, Jane Irby

Ms. Irby

The name of our group is INFIRM. We're going to talk about inter-agency cooperation today. We're going to use our own experience as a particular example; we expect you to make it relate to your own situation to see how you can use our experience in your "home."

There are two reasons why we feel it's absolutely necessary for agencies to cooperate. First is a matter of skill. No one I&R agency, no one profession, has all the skills and tools at their disposal to do a really good job of I&R. Second is scarcity of funding. I think the only way we can expand and develop services and build new ones is by working across agencies, across professions, to contribute skills to each other and make our service better.

With information and referral we find there is often a certain amount of duplication; even when people are not duplicating their service, their file activities are duplicated. This group has gotten together to try to deal with that problem in San Mateo County. We expect, at the end of the presentation, that you will be able to go back home and build cooperation with other human service agencies into your plans for an I&R service. We will be suggesting some practical how-to ideas on how to do that.

We're going to introduce ourselves and describe the four different working entities we represent. Bonnie is going to talk about the history and purpose of our group, INFIRM. Nancy and Arlene will say a few words about just how we work together. Several of us will chip in with our group process and some comments about what we've learned about one another. Then we're going to talk about the future of INFIRM.

Ms. Bowing

My name is Bonnie Bowing, and I work for The Resource Staff of the San Mateo County Department of Public Health and Welfare. I'm a social worker by background, and I work with one other social worker, Sharon Miller. We're located in what's called a super agency, meaning that the Public Health and Welfare Department encompasses the county mental health services, public health services, the community hospital and rehabilitation center, as well as social services of the Welfare Department. We've been doing this job for about six years.

Our job, basically, is to gather, maintain and update information about community resources, and then to disseminate that information to professionals, paraprofessionals, volunteers, actually anyone who's in a helping role with another person. We're part of the information and referral services of the department. We're the information part of information and referral. We provide information to other people. We don't deal directly with the public, because of our small staff. We don't have the time to do that.

I'd like to tell you a little about our background, mostly in response to some of the comments you made in the preworkshop questionnaires about things you were concerned about in starting an information and referral service. I think we're an example of what can be done with minimal or inadequate staffing and money. Despite the fact that we're in a large agency, we started with no special equipment, no clerical help at all. We did not get any clerical help for approximately a year and a half. We started with two very outdated directories of human service information; we had a resistant, conservative agency administration, and often an apathetic and uninspired staff. I think that may sound familiar to some of you. We were two social workers assigned, vaguely, to put a directory together, possibly to work on this for six months; it wasn't a very definite assignment.

By the way - information and referral is a mandated service under federal and state legislation. It's called Title 20, and all social service departments must provide some form of information and referral. Since this is a service that is not very well defined, you can expect a variety of things happening under that label. Part of the mandate is that a directory of public and private agencies' services must be maintained by the Welfare Department and be updated about once a year. So you might check and see what's going on in your county.

Certain things were key to the survival of our service, despite a lot of obstacles. One was that Jane Edison and I, who started doing this, were very enthusiastic and committed to doing a good job. We'd been social case workers in the county and had had very little resource information to work with except what we could get informally. We had supervisors who were very supportive of our ideas. We were encouraged to be imaginative and innovative within a large, bureaucratic structure. Also, when we finally got clerical help, it was of excellent quality; I can't say enough about how important that is if you're maintaining all these records. We also had a lot of support from the users of the service who had a definite need for the service.

There are three principles we established very early which I think facilitated our job. First, the service must be visible; any kind of information service needs to be visible to the people who are the potential users of the service. Second, the information has to be current and accurate and up-to-date. Third, it has to be readily available to people, which means the staff has to be very flexible.

I want to outline briefly what we do. We have a large, centralized, Cardex, visible file. It lists about 2700 different services; there are about 10,000 cards. It's primarily an alphabetical list, and that's our problem; that's why we were very eager to cooperate, because indexing has been our major problem. We cover any service available to a resident of San Mateo County; that's why there are so many. We cover not only San Mateo County, but San Francisco and Santa Clara Counties. I'd like to mention that you might easily be discouraged by a manual file, if you have a large area such as that.

We have a large collection of directories. We clip newspapers, newsletters and bulletins daily to keep the information up-to-date; we talk to people daily. We take phone requests for information from our co-workers.

We also publish a bulletin. We have received a lot of very positive response to this bulletin which has encouraged us to keep it up. It is primarily to communicate with people about what the changes in services are in San Mateo County. We provide information about upcoming workshops and other programs, as well as agency services. We detail alternative services. We talk about what's missing in the community; we use it for a variety of reasons. People respond by wanting information about their agency in the bulletin.

Finally, I want to communicate to you some things about social service agencies and staff. We have our own organizations, our own ways of communicating, meetings that we go to to share information, much the way librarians do. If you're planning to maintain information about human services, I urge you to get out of the library and get involved in those groups and listen. There's a lot of informal information shared there. You learn who the experts are in the area of human services; you meet the people who are providing these services. These remain contacts for you when you're looking for something unusual, or when you're in some sort of advocacy position. Also, it keeps your service visible. People see you and know who you are. You also pick up the jargon and the vocabulary, which in every profession has become very specialized. You begin to understand the particular problems that people have in delivering these services.

Ms. Edison

I am Senior Adult Information and Referral Coordinator for the County of San Mateo, and I'm co-located with The Resource Staff. This provides many advantages. First of all, I'd like to present just briefly what my job is.

I have a primary responsibility to disseminate information regarding resources and activities for seniors to all the professionals, paraprofessionals, volunteers who work with seniors, or who have a concern about seniors in our county. I do not work directly with seniors in terms of providing them with information about our resources. I try to inform those to whom they will go to ask the question. I am responsible for 10 senior information and referral centers, which are located throughout the county. I provide them with information. I make training sessions available in whatever area there appears to be a need. I am responsible for participating in all of the planning for the improvement or identification of the needs of seniors in the county. This involves my being involved with practically every agency in the county, because every one has some concern about seniors.

When I took on this job a year ago, our agency was agreeable to my being located with The Resource Staff, continuing to use the file, and feeding senior information into it. I also write a special section on services for seniors for their Resource Staff Bulletin. If I had started something brand new, I would have had to start from scratch.

I have an agreement with the Area Agency on Aging to provide them with information and referral, activity and coordination. In this way they have access to the complete file of information regarding seniors, as well as to the activities our agency was already involved in.

As you plan for coordination within your own counties, in regard to the aged, look first of all to the agencies that have a responsibility or concern about information and referral to the aged. These would be Social Security, the Welfare Department, your Senior Nutrition Sites. They all have a primary responsibility for information and referral.

As we participate in this library project, we're spreading information to 17 libraries, whereas at the present time we only have 10 information and referral centers, six of which are only open one day a week. So we're really going to broaden the base of information. Information for seniors will be available as close as their local library, by phone or drop in, as soon as this project is under way.

Ms. Crabbe

I'm in a unique position here. I'm a librarian, but I'm in the human service department; so I'm a little bit of both worlds. As Bonnie has already mentioned, the Department of Public Health and Welfare, as a large agency in the county, provides a lot of services and serves a lot of people. Over 2000 people work in this one department.

My primary responsibility is to provide service to the staff of the department. However, because the department itself is so visible, I have a fair degree of visibility in the community. There are a lot of people who know about our library because of the nature of the department. Also, I've worked in public libraries in the county before, and so I have personal ties with people in public libraries. We provide services to the public through the public library; but we also have a number of people from the general public who come in and use our facilities.

On the preworkshop questionnaires that were returned, there were a few special librarians who asked, "How can special libraries fit into this?" In answer, I would like to explain how special libraries can link into an I&R network. No matter what agency or corporation you work for as a special librarian, people in your organization will need some information from the community from

time to time, and you can be the link by way of the public library. And likewise, the other way. People in the community will have some need to know about your agency, your corporation. The activities of the corporation, for example, may be important to the community. I see this as a linking process. I think that if you're doing I&R and are wondering if there are agencies in the community that you don't know about, an easy link for you, and probably your most comfortable one, might be through the agency's special librarian, if there is one.

Ms. Irby

I want to emphasize the difference between The Resource Staff, Jane Edison and the Community Information Project. The differences are that neither The Resource Staff nor Jane Edison offer service directly to the public. They offer service to people who are working with other people. The Community Information Project offers information directly to the public. That is the major difference, and is the reason why we are not duplicating services. However, we are duplicating file activity. There are two professionals on The Resource Staff and one clerk. There are one and one half professionals at CIP and a half-time clerk typist. We all realize that none of us has any time. We have to spend all our time on our files. We'd like to cut that down and free up time to do other things.

I want to say a few words about CIP. I am the project director of the Peninsula Library System's Computerized Community Information Project. It's an LSCA funded project, and I have been working on it for two years. The staff consists of myself, Arlene half time, a half-time clerk typist, and a quarter-time, more or less, translator. Between us, we operate a computerized, on-line, interactive file, which means a computerized file of information that we communicate with directly and that responds to our requests. It is a sub-file of SPIRES, the Stanford Public Information Retrieval System.

We have a file now of about 600 records, 600 different services in San Mateo County. We are aiming for about 2000. Our file is used to provide direct information and referral at 17 libraries. The librarians at each of the libraries are able to search and retrieve from our file independently of the CIP staff. We don't become involved unless there's trouble of some sort. The functions of our staff are to collect, translate, input and update our file, to train the library staffs, and to publicize the service. What we have, in other words, is centralized file control & decentralized dissemination of information. I think this is an ideal model for information and referral.

The on-line file permits us to make overnight additions and corrections and changes in our file. The computer also has a great indexing capacity. We type a record in once, and it may be indexed 25 places in our file. We also use the computer to assist with our updates. The computer will produce a copy of a record with a mailing label; we send them out to the agencies, and call the ones who don't respond.

The way it actually works is, a person can call or come into any one of the libraries. The librarian will take the request. There's a request form in your packet [Appendix N]. The librarian will take the request, go to the terminal, call up the computer, ask for the service, retrieve the item in English or Spanish or both, and give that material to the patron.

I'd like to emphasize that you cannot computerize information and referral. You can computerize your file, but information and referral is a service that takes human beings. I'm going to turn it over now to Bonnie to talk about the history of the services.

Ms. Bowing

You may be wondering why the unlikely name of our cooperative effort is INFIRM. It's an acronym that stands for Integrated File of Information for

Resource Management, and it's really a play on the name FIRM, which is the Los Angeles Forum of Information and Referral Managers. In our cynical moments we call ourselves Information File for Idiots, Reformers and Mad people.

We really felt infirm from the very beginning of our attempts to establish information and referral services in San Mateo County. For those who feel they don't work in an area that provides fertile ground for such a service, do not despair. None could have been, and in some ways continue to be, as arid as the ground upon which the seeds were sown for this INFIRM effort that we're speaking about today.

Approximately four years ago there was a small group of professionals and volunteers from private and nonprofit agencies, from public and governmental agencies, from grassroot community organizations, from switchboards - all of us had some bit of responsibility for information and referral. There were librarians from the county library. We met. We called ourselves the Information Consortium. We met for a little over a year. We did all kinds of planning; we made big charts; we talked about what our problems were. It was nice to get together with them.

What we soon realized was that most of us were very interested in talking to people, providing information to people. But most of us just dreaded the thought of getting that information, keeping it up-to-date, and getting it out to people, as a huge project. It became very evident to us that that's where our energies should go, because that's where we were all definitely lacking.

We looked around. We met with all the different county agencies. We felt discouraged, no money, nothing. But there was great benefit in our getting together, because what we did identify and decide was that a centralized file of human service information or data, preferably computerized, accessible to both the public and professionals, adequately staffed by interagency staff, was our primary goal.

The representative from the County Law Library was the one who wrote a proposal for such a project. We finally got some funding from federal, state and library funds; this is how the Computerized Community Information Project was funded. We were pleased about the funding, but we also realized that the cooperative interagency effort we desired would have to be informal and not formal.

We started meeting, as soon as Jane was hired, about once a month. We met that way for awhile, and then we realized we were duplicating tasks but not service. Remember that the resource staff is centralized, indirect, a support service to other professionals and volunteers, and that CIP serves primarily the public through a decentralized delivery of information in the libraries. We were duplicating the tasks of file building, maintenance and updating.

The purpose of INFIRM is to bring our limited resources, staff time and space together in order to eliminate the duplication of tasks. One year ago we realized that in order to do this we needed a computer terminal, and we needed it located in the Public Health and Welfare Department with The Resource Staff. It took exactly a year to obtain the funding for this terminal. Half the funds came from the Area Agency on Aging, and half from the Public Health and Welfare Department. Now we're about to actually start working together, and Nancy is going to tell you a little bit about that.

Ms. Crabbe

I'll restate the goal of INFIRM again. The goal is the elimination of the duplication of the tasks that are now performed by both CIP and The Resource Staff. We're really excited about the joint effort that brought together the money to make this computer terminal available for The Resource Staff.

One of INFIRM's tasks has been to coordinate the forms which CIP and The Resource Staff use. Both groups already had their own forms, and we worked with these. Our purpose was to try to coordinate them, not to create one form, because

there still needed to be two. We wanted to be sure we were both getting the information we needed for future statistical summary and evaluation. We realized we had to start now to gather uniform information about the requests we were receiving.

Recently we have started to chart out - on an actual chart as you see here - our cooperative tasks for the next two or three months. I think this is very important. We hadn't done this up until then, and we were muddling around, saying, "Well, we ought to do this, and we ought to do that."

Ms. Belasco

Now that we have funding and a computer terminal in The Resource Staff office, we can begin the integration of the files. It's a big project. The first thing we have to do is try to determine the extent of duplication in the file.

What have we done already? CIT printed out all the names of the agencies in our file, according to the names we put them in under, and we checked them against the Resource Staff file holdings. There are problems with the name used; the legal name is not always the name the agency is listed under. This requires a lot of checking and a lot of time.

We also agreed by consensus at one meeting that we were going to have to decide where to start. Since the computer terminal was partially funded by the Area Agency on Aging, and because Jane Edison is the Coordinator of Senior Adult Information and Referral Services, and such a key person, we decided we would start with the services available just for seniors in San Mateo County.

Our second priority is those services which are of particular interest to seniors but which are not limited to seniors, which are open to other kinds of residents. Then we're going to branch out to the general kinds of human services located in San Mateo County, those services which are available for any kind of resident regardless of age. Our last priority is the services available to the county residents, but not located within the county; they might be in San Francisco or across the Bay.

Ms. Bowing

Now we'd like to spend a few minutes sharing some of our individual personal experiences of working together during the past few years. We spend the time to talk about this because if you're going to cooperate with another agency in any way, you're going to be working with other people, and those of you who have worked on a team project or worked in groups know how difficult that can be. We have certainly experienced those difficulties.

First, I'd like to say something about what I feel I contribute to this cooperation, coming from a social work background. I've worked in large welfare departments; I've also worked for small family service agencies. I feel that my experience working in these kinds of agencies helps me understand what human service agencies are all about. I also know something about the vocabulary, the jargon, so when an agency sends us a description of their services, I have an idea of what that means. I feel I have skill in interviewing people, and I have continued to do a lot of interviewing. When you talk to someone about a request for information, that's what you're involved in, a lot of problem solving; through the years I've learned how to listen, and that's very important.

I've also gained an understanding of the politics of my particular agency. As all of you know who work for large libraries, that's important if you're going to survive. You also need to know about the politics of the various agencies in the community.

I'd like to emphasize that at our meetings there has been a lot of strain and strees and frustration; I think a lot of this happened because of a lack of trust. Being Resource Staff persons, we had known what we needed and what we

lacked for a long time. We needed to get our files straightened; we needed an indexing system that could be usable by us and by a lot of other people. Then along comes a project that says it will do what we have failed to do - that didn't make us feel very comfortable.

We wanted the library people to hear what our experiences had been in this area and in other areas, and we were afraid they wouldn't listen. There's a territorial thing - who does what. You talk around it; you don't come right out and say, "Now look, this is what I do, and I don't want you messing around here." We did a lot of talking, and communications broke down because we weren't really talking about what we were feeling. When we felt threatened, we weren't willing to say we felt threatened. In other words, we were into our roles, and many times you can go through a whole group process continuing that way, but on a long-term project like this I don't think you can keep maintaining those roles. You have to know each other better than that.

I was really discouraged by my own agency's response. It was embarrassing to come week after week and say, "Well, we haven't heard anything yet." It was disheartening, but they began to realize what a welfare department is all about. The barriers were great, and I felt often that this was programmed to fail. I mention it only because it's very hard to keep working on something if you feel it's not going to work.

But I don't want to dwell on the negative things. I find this project very stimulating because it's great to work with people who come from a different professional background and who have had different experiences. We've all become specialists in our own fields, and, for me, it's really nice to talk to people who aren't social workers.

Ms. Irby

I'm going to throw out some quick hints of how I would do it again if I had to do it over - what I would do if I were in your shoes. First, if I were starting an I&R project, I would visit every I&R service around. I'd check out what they were doing, see as much as I could, learn about them, talk to them about their perceptions of themselves, of each other. I would pick out the one that was doing the best job, and that's the one I would approach about working together. I would also try to get them all to meet once a month as a forum of I&R people - in our county that doesn't happen. That's a good starting point. If nothing else, you could all be meeting and talking and exchanging news at least once a month. I would look for the best service and associate myself with it - don't choose the mediocre; choose the best.

One thing I would advise you - when you begin telling people you are going to do I&R, present the most non-threatening exterior you possibly can. Do not make it sound like you are going to start the most fabulous I&R service ever. In fact, you're probably not. We're all talking about minimal things. Don't make it sound like you are going to lead the battle before the Board of Supervisors next week and take away all of their money and get it for yourself. Understand that no matter what you say they may interpret it that way, because a lot of community I&R agencies are very dependent on revenue sharing; their budgets are really very small; they are very vulnerable; they're scared. At least nine months of the year are spent worrying about what's going to happen next year. You just have to keep that in mind, that they're threatened, even if they want to work with you, because they're forced by circumstances to fight for the same pool of money; they don't want any more people in there fighting for the same little bit of money.

When you start working with people, develop some rules immediately. We grew organically; it just sort of all happened. We should have sat down and agreed on rules, written out goals and objectives. We did that two months ago; we should have done it eight months ago. It works. Do that, and you're going to find that things fall into place a whole lot better.

One thing I would suggest, if at all possible, try to laugh a lot. We laugh on schedule at least once a half hour, and it really has kept us going.

We also operate by consensus. There's no such thing as a vote in our group meetings. Anytime someone won't go along with something, we continue to address the problem until we all agree on it. Sometimes it has taken us a very long time to agree on something, but the process is well worth it.

Ms. Edison

When we speak of a team, I want you to be aware that there are invisible members of that team. We are the more visible members, but each of us has an administration behind us, and it's the administration that makes the final decisions. We would caution you carry your administration along with you as you make your plans. This is sometimes difficult. Not all of us have access to administrators far enough up to be really decision making, but do the best you can. It will pay off.

For example, try and write reports of your progress step by step as frequently as possible, and pass them up the line. The advantage of a written report is that it can be shared by others farther up the line. It is also less likely to be misinterpreted if it's written.

It's desirable to have frequent personal contacts with your immediate supervisor to talk over exactly what's happening, because there you can perhaps deal with misconceptions and misunderstandings.

Try to have team presentations to your administration. That way the other members of your team can establish their credibility with the administration; otherwise, they're just names associated with mysterious agencies out there. Once they've actually been seen and heard, it's a little easier for your administration to go along with a plan that's going to involve them.

Keep communication flowing. If something happened yesterday that's vital to the plan, send off a memo; keep people informed.

Ms. Irby

Now we want to talk a little about the future of INFIRM. The future of the project is naturally very shaky. If it ever becomes solid, we're going to have to change our name. I believe that the future of the Community Information Project is somewhat dependent on the future of INFIRM, which is one reason for my very solid commitment to INFIRM.

Let me review our accomplishments. First, we have a terminal. That's a real accomplishment, and it has made our morale much better.

Secondly, in this year's LSCA budget, the State Library has allowed us to budget some money for the Resource File. That's an implicit recognition on the part of the State Library that this cooperation is an appropriate thing for us to be doing.

Thirdly, there's a county committee on I&R; it made a report to the county manager, and included two very important recommendations concerning CIP and The Resource Staff. One was that The Resource Staff should be designated formally to be the countywide clearinghouse of information for all county-funded information and referral services. Secondly, the Community Information Project should be the countywide storehouse of information and referral. Clearly, you cannot have one of those without the other, and they have to be very tightly coordinated. So we are beginning to appear established and somewhat protected.

We see some possibilities for funding for next year. Nothing is at all definite yet. We're talking about possibilities of funding INFIRM, as opposed to The Resource Staff, CIP. We may try for funding from the Department of Public Health and Welfare again; there might be revenue sharing funds. There's a new planning grant of a fairly large amount of money that just turned up in our county. And we may try for funds from the Area Agency on Aging or from private and community foundations.

Bonnie will talk about some of the less survival-oriented things about INFIRM and its future.

Ms. Bowing

The thing that really keeps us going is that we do have some hopes and dreams about what we're doing. I'll share these briefly with you.

First, we're hoping this combined effort is going to result in a file of human service information that's accurate, up-to-date, and easily accessible to people who live in San Mateo County. We hope that we can offer this to agencies, particularly many human service agencies that are barely able to survive themselves, that need this information in order to provide service to the people they're working with. We'd like to see a network of these agencies formed.

We're also very concerned about the person who's extremely frustrated because he or she has to call nine or ten different places to find out where one can get marriage counseling, or to find out how to get food stamps. We hope to reduce that to maybe two or three calls. That's realistic, I think.

I'm also very personally concerned that the human is being taken out of human services. That means we have let huge, cumbersome bureaucracies, like the Social Security Administration, the Welfare Department, become very complicated; they operate under terribly legalistic regulations. We're hoping that the computer will help, will be a tool to assist people who are helping people with problems in those agencies and services.

The last thing I'd like to mention is something I hope for, and this may be a clue to some of you who would like to know where you might get money. As financial resources get scarce, people will have to cooperate with each other and work together. We're beginning to see that in our area. This means that social planning is getting to be a big thing. The federal and state governments are saying, "Get together; we want people at local levels getting together." They want plans made, etc., and when you have a plan, you have to have an inventory. You need to know what exists already before you can start planning for what else you're going to do, and you need to know where the gaps are and where the duplication is.

In order to do this, you need a file, something like we use in information and referral. There are some problems there, because planners and information and referral people use a little different language; but basically a file that is used for information and referral is also very useful in the area of social planning, because this provides needed information to the decision makers, the Board of Supervisors, the city councils, etc., when they're deciding if they're going to fund a half-way house, or whatever.

Ms. Irby

We hope you now will be able to go back to your library, will be able to make contact with other I&R agencies, and will be able soon to write some kind of proposal including cooperation; that you will use us as a model of both what to do, and what not to do in some instances; and that you now have some specific knowledge about how you go about cooperating with other agencies.

FUNDING AN I & R PROJECT

Marcia Keller

I would like to take a very broad approach to this - sort of how can you get this done, whether it's seeking funding outside the library or finding ways to do it inside. It's the inside approach that I want to start on, and that I really want to emphasize. The question came up today - "Is this something we can do with the resources we've already got, or do we have to go outside?" I feel very strongly that we can do it inside, at least make a very good start, maybe do the whole thing inside; and I think that's a more likely possibility for actually getting some I&R service going.

One thing I want to do is show two or three different levels where you could work at I&R. I'll start with the very simplest, roughest kind of thing first and give some suggestions about how you might get that going; then I'll take a little more complicated level; and finally, I will say something about outside sources of funding too.

Suppose you wanted to start with just a single card file, a rough card file and a rough subject arrangement. You'd need paper and pencil - scrap paper would do even - access to a phone, and some staff time. Probably the thing that costs the most money and is hardest to get hold of is that staff time. Here are a couple of suggestions as to how you might free that up and go about it.

You might see if there's one person on your staff who could undertake this. Maybe they could give up something else, restructure their time for awhile, set aside time to get this started. There might be people who stick out as possibilities: If you have an outreach person of some kind, perhaps an institutions person, or someone connected with the homebound services, or maybe someone on the system reference staff, if you're involved in a system. Don't forget your children's department staff; they work a lot with the community; I think they would be good at I&R. When we made the first file in San Mateo County, this is the way we did it. I'm the librarian in charge of special projects, and this is a special project, so they took some of my time to get it started.

If that doesn't seem a possibility for you, let me recommend the group approach. Take four or five people who are interested, and let them get started with pieces of time. When you first start thinking about something like I&R, you may think, "Yee gads, all those agencies and all those services and stuff - how are we ever going to get it under control?" But if you take maybe two or three people on your staff, and each of them makes two phone calls a day over a period of six months, you are going to have a lot of information. Taken that way, day by day and person by person, it wouldn't seem like an awful lot of time.

Another approach you might take is simply to start building a file of newspaper clippings, brochures, announcements; gather all the directories that pertain together. You wouldn't even have to rewrite it in any kind of format. You could just sit everything together and put them in a rough kind of subject arrangement. Then when you had enough material collected to see where you were, what areas it fell into, what the emphasis was going to be, then you could think about formalizing it into a card file.

If you're in a system of some kind, you might decide on dividing up the work between the headquarters staff and the branch staff. We tried that, and sometimes it worked well, depending on the enthusiasm of the individual branch staff. But the branches could collect the information pertinent to their own community. Many communities have service groups and agencies which are unique to their area. The branch libraries might compile a list of these "local" services, and somebody at the headquarters library could collect countywide, citywide services.

I'm sure volunteers were mentioned today. I would like to say something about the kind of volunteer you get. It takes a lot of time to train a volunteer, so I suggest you could perhaps look for a library science student. We're lucky enough to have two schools in the area, and all those students need field projects and material for papers. Let them help you out. They'll stay with you a semester, and they've already got some idea of what you're about.

If that isn't possible, you might look for college or high school students in particular disciplines. I think almost all the community colleges in our county teach courses in community services, and I would think a person enrolled in a class like that would find it really interesting to work with a public agency who's actually doing I&R. Or look for a student in urban and city planning, or somebody in the social sciences, somebody interested in government. I think you'll find they have more of an understanding of what you want to do.

Another way to get a handle on this might be to take a narrow focused approach when you start, rather than tackle the whole thing immediately. Maybe it won't seem so overwhelming. I suggest you consider relating the information you gather to a specific service which you are already offering. For instance, if you have a good homebound program, you've already got a clientele that can use an I&R service, and you probably have demand for it already. Go around and contact the agencies serving senior citizens, people confined to their homes; physically, emotionally, mentally handicapped persons, including children and adults, not only seniors; and build that kind of file first. This gives you a good start, because it builds information you can give to patrons you've already got. You contact those agencies; they know what you're doing; and they in turn can refer homebound people to you.

The same kind of thing can be done by young adult services, children's services, institutional services. Look around and see what you got going and where I&R might fit in.

Another narrow approach is to pick something your community is really concerned about, something that's big in the paper, something that's politically important. It might be the environment; it might be minorities; it might be the aging. If you collect material around that, you can go to the various groups concerned. You've got something to sell them, and in turn they're going to be interested in you; things will build from there, both your file and public relations.

A third narrow approach you might take - find a community agency that's already doing I&R, find out what things they're working on and where their gaps are, and make an offer to fill in the gaps. That way you can probably offer them your information, and they will in turn make theirs accessible to you.

When it comes to selling the idea of I&R and getting money, one of the biggies you have to sell is the administration. Some of you may feel you don't have to ask permission to go ahead and do it; you can get started on your own. That's great. Others of you may feel you need to sit down and talk to the administration and say, "We want to get started on this, but we don't have the staff," etc., etc.

Here are some of the ways you might sell it to your administration. Jane mentioned one - stay away from the words "information" and "referral" and stick with the word "reference." I agree with Jane firmly and strongly that this is legitimate reference work. We need to do it. Maybe if you use the phraseology, "We need to round out our reference work" - that might do it.

Along with this, use your tally sheets. Everybody keeps those for reference work. Take them and show them to your administration: "We had 15 calls for day care centers this month"; "Ten people asked for remedial reading programs"; "We need this much information on licensed foster homes." There you've got it. You can say, "We turned all these people down because we didn't have this information."

Another way to start that might set a little better with administrations who aren't totally turned on to I&R would be to start by tackling things which are purely informational rather than human services. I don't know how many of you are familiar with the *Inforama Directory* that we use in San Mateo County, but it's another community resource. It's a manual with entries on single pages, and contains what I call informational sources - what the newspapers have, what the community colleges have, what special libraries have, what other county departments have. Maybe if you collected some of that first and see it's successful, then you could work on into the human services.

You can talk to your administration about what are you buying when you set aside time for I&R, because you're not just giving, you're going to get something in return. One of the things is probably a new clientele. I think you'll probably find new users coming in because you have this service. You're also helping other agencies, and they in turn are helping you.

I strongly suggest starting internally and not going around looking for huge grants; at least you'll get a start. The more I have worked with federal funding - writing proposals myself, giving speeches about how to get outside money - the more I realize it takes a huge amount of time and energy and searching and waiting to get money from the federal government or the state, or even private and community foundations. I think you should weigh the time that would go into that versus the time you could use to get a project started. Also, the time required to get a federal or state grant involves your administration. It takes a lot of their time to go through the proper agencies, to fill out the forms, to get them signed, and to keep track of the grants and what they're funding. For some grants, you put in a proposal and it takes a year before you know anything. You could have done wonders by then.

Also, by starting something at home, you'll have a better idea of what's involved in terms of staff time and money. I think if later on you need to get outside money, you'll do a much better selling job because you've already started and know what's involved.

A third factor is that you'll have the staff, or at least a portion of the staff, who have worked with this and are already sold. You've probably all had the experience where somebody gets a great idea and they foist it on you. It's much better to get people in on the ground floor; they'll be with you when you want to go outside for money.

Let's move up to the next level, where some of you may already be. You will want some kind of half-time or full-time staff. You may want to formalize your file format, duplicate it for the branches, add to it, update it; for this you'll need printing or duplicating costs, and maybe postage for update. You'll need to phone more. You'll want to get into publicity. All this might necessitate more money.

Again, I'd start at home first. Present the work you've already done in a rough format to your administration and try to persuade them to set aside some staff time, to restructure things. You're probably doing things that don't really need to be done. Look around and see what can be gotten rid of.

If you belong to a library system, I would approach them for some funds. This worked very well for us in the county. The *Inforama Directory* I mentioned earlier was started with an LSCA grant; then for a couple of years it was taken on in a group process by people who worked in the library. Eventually they got bogged down with it and needed money, so they went to the system board and made a presentation; the reference people came on very strongly. They said, "This is an extension service; we want this continued; we want some money." Each library in the system donated a ream of paper so things could get duplicated; and each one agreed to do a piece of labor. Somebody punched the holes; somebody collated; somebody mailed it out; and the cooperation helped get the job done. A little while later the group came back to the system board and said,

"Well, thank you for everything; we still need some money." And the board gave them $900 for typing, postage and paper.

If you're still out of sources by this time, you might consider some kind of outside funding. I think the first place you ought to look is, again, right at home in your own community. Don't consider HEW grants at this point; look around your community at the businesses, the industries, the business associations, civic groups, women's groups, men's groups, children's groups. They're all full of civic goodwill, and they like to help people who are also full of civic goodwill. All you need to get started is a couple of hundred dollars. Go to a couple of these groups and talk to them. Tell them what the library is about and what you're doing. Ask for a couple of hundred dollars for paper. Ask them to pay your phone costs for a year. Ask for some clerical time. You might approach three or four places to get all the pieces. If you do this, I would caution you to make sure that if one doesn't come through the whole thing doesn't fall apart.

When you think about groups, you might think about groups in terms of services you already have. The homebound worked well for us. Go to groups that are interested in the aging - for instance, the Lions - tell them you want to start an I&R service for the aging; they're interested in this service population already, and I'll bet you they'll give you money.

Don't forget the Friends.

There are other outside sources you might try. You could line up with other government agencies in your community who are getting funds already from the federal government. Try the Economic Opportunity Commission. In the realm of work with the aging, there's the Area Agency on Aging, and there are other groups that are funded by federal funds that have to do with the aging; I'm sorry I can't name them, but I think that's definitely a possibility.

I can't be specific, but I think there would be a lot of money going toward children's services - day care, preschool reading programs, physical health programs, all kinds of things. Go to these agencies; see if they're asking for funds. If you can tie in a component, then you would get a piece of the money.

I think schools would be a possibility, but I've never tried to do this, and I don't know how much of a bureaucracy one would have to surmount.

Then there's revenue sharing. It only comes around once a year, and I think it just came around so you might have to wait awhile. Find out whether your community has definite priorities for what they'll fund and what they won't fund. Also, find out what their application process is. When I looked at the application blank for revenue sharing in our county, it was as complicated as the federal proposal form. One would want to know they had a pretty good chance of getting money before they took the time to complete such a form. Yours may be simple; I don't know; but check first. And again, you're going to need your administration involved, your board, your governing bodies.

There are private foundations and community foundations. I'd say that next to local community businesses and associations, private community foundations are probably your best bet. They fund more regularly. The process isn't so difficult. Often you can write a letter. You can do up something rough in two or three pages. Sometimes phone calls will determine whether they're interested in you. They're much more accessible, much easier to get along with than some of the state and federal funding sources. I'm not going to go into how you find them. Librarians should know, or you can call me if you want. There's certainly a lot of written material on how to write proposals, and lots of people to help, if you choose that way.

I might say something about Library Services and Construction Act funding. There might be some possibility there for people this year. The priorities this year are service to disadvantaged, minority and multi-lingual or language disadvantaged persons. If you can tie an I&R project, geared toward one of those

groups, into your LSCA proposal, you might stand a chance. I wouldn't go too far with it without asking your state consultant first.

As to other kinds of state and federal funds which you try for on your own - frankly, I'd forget it, unless you're really under way and have a lot of time, a person to search for money, a person to write proposals, and an administration willing to go through all that hassle with you.

I just want to mention a couple of cost factors which are special. One is publicity; that can also be a big piece of money. Again, you might look to your community and see if somebody will give you money. Try the Junior League; they were very helpful to us. And tie in with your existing library publicity. Instead of doing another bibliography, do something on I&R. Get together with another agency and do a joint kind of flyer.

Training has been emphasized. This need not be expensive. In our county the Health and Welfare Department were a tremendous help to us. I don't know how many times they've been to the library on Health and Welfare's time, to train us, in essence, to tell us what this is about, what we could be doing to work with them. I know the Redwood City Public Library had a series of workshops for their staff where counselors came, mental health people, psychiatric social workers, to talk about dealing with the public. There are plenty of people out there who will come and talk to you for free. We go to them and talk for free; why shouldn't they come to you?

I guess that's it. When you get into I&R, if any questions come up, call me at San Mateo County Library. I'll be glad to talk with you and refer you to other people who could be of help. Thank you.

PUBLICITY

Audrey Powers

I&R can perform its function only if prospective clients know about the service; thus publicity is crucial. Its purpose is, of course, to create community awareness of the I&R center. Publicity has been talked about, at least indirectly, by each of today's speakers.

Some general principles when doing publicity: 1. Plan and allow time for doing the actual publicity. Try to plan for the potential work load. Consider doing a trial run of the service without any publicity to see how the service functions, what the work load might be, and to iron out some of the potential problems. But don't wait too long before beginning your service. Consider starting with a little publicity; maybe hit the radio and TV stations with one or two announcements a week. As you see what the work load is, you can consider really blitzing the media. In some published articles I&R librarians talk about not doing enough publicity, and having their project stagnate. But other projects have done too much publicity, and received many more inquiries than they could handle. So consider a test run.

2. It takes money to do publicity. Try to have funding for publicity written into the project. Most I&R people indicate that getting money to do publicity is very difficult. Consider seeking funding from community agencies. Detroit Public Library got a local ad agency to contribute a month of free time and effort to do their television and radio spots, newspaper announcements, flyers, billboards, everything.

3. Publicity has to be a continuous, on-going program. It's not a one-shot deal. Clara Jones is on Detroit television several times a day talking about TIP and Detroit Public Library. Your media use will have an immediate effect on people. After they read that newspaper column, or see that television announcement, they'll call you; but media publicity has very little long term carryover, so you have to bombard people until you become a part of their consciousness and are thought about automatically when they have problems.

4. For attractive items, professional artistic or graphic consultation may be needed, and this might cost. If your library has good public information and graphics layout staff, be sure to utilize their talent. Consider seeking donations of time or money from local ad agencies, graphics and printing firms.

5. Your message must be honest and clear. If you're linking people with agencies, state this. Tell people what you're doing and why. To avoid problems, be careful not to misrepresent. Choose your name carefully, too. Los Angeles Public Library had an I&R service called ANSWERS. People called constantly with reference questions and wanted answers. The librarians tried to explain that wasn't their function, that they were a referral organization, putting people in touch with the right agencies. To avoid the continuous confusion, ANSWERS changed its name to LINK.

6. Community contacts are very important, not just for getting your file together and doing all your basic work, but also for publicity. Know the agencies and organizations in your community, and attend their meetings. From this you'll learn not only helpful information for your files, but also good potential volunteers and people who can spread the word, since word of mouth is a great form of publicity. You'll drum up business, and it will promote a positive image of the library. I&R representatives should actively and continuously seek invitations to speak, to explain their services to other agencies, organizations, community groups, the news media, and any interested people.

You might consider publishing a newsletter, a directory, or brochure such as NIC has for its community. Keep the *Yellow Pages* in mind, looking for

advertising specialties, for people listed under Balloons, or Button Making. I found it costs approximately 5¢ to have a button made. You may want to produce decals, badges, pins, banners, or anything similar that you think appropriate.

Tips from CLIP noted that it costs $59 to have 500 book bags made with a slogan on them. Selling book bags could also generate further funds for your publicity. The *Bay Guardian* carried an ad for fortune cookies. It costs $5 to have 50 fortune cookies stuffed with the message of your choice. Consider having a booth at a shopping center or a BART station. You want to constantly remind people of who you are and what your services are.

CIP had 11,000 flyers printed for $270. That may seem like a lot of money, but that's 11,000 potential people, plus everyone that they can tell about your service. Also, you might try contacting the water billing company or PG&E, who might include your flyer with their bills, saving you mass mailing costs, and reaching everyone in your area. Be creative.

I'd like to refer to the bibliography [Appendix A]. Carol Becker's *Community Information Service: a directory* contains a survey of library I&R projects: kinds of publicity used, what has worked, publicity samples. Most effective is media - newspapers, television and radio spots - because it reaches the most people. Also important are contacts with "gatekeepers": influential community members whose opinions carry weight, i.e., members of the board of supervisors, key individuals in community organizations. Having them working with you can be helpful. Visiting local organizations and person-to-person, word-of-mouth, local publicity are very effective. *The Library as a Community Information and Referral Center* by Robert Croneberger contains practical information on community walks and community talks: having librarians go on scheduled walks in their community, handing out flyers and telling people about the project.

On the sheet labeled "Publicity" [Appendix H] there is a short bibliography of some helpful general items on publicity. Some items on display, but not on the publicity sheet because of their slightly more narrow focus, are: 1. *Handbook for Access to Bay Area Television and Radio*, which is distributed by KRON; it contains a list of Bay Area television stations, the type and length of public service announcements they will accept, etc. 2. *How To Manipulate the Media* is put out by the Neighborhood Arts Project. 3. *To Tell the Story; a public information guide to project directors* is prepared by the Administration on Aging, document number AOA 257 (April '68). It is oriented toward services for the aged, and has some useful information for I&R.

Let's watch some videotapes. [Videotapes shown at this point.] The first, *Watergate Tape*, was made by Palos Verdes Library District. The second, *Amazing Offer*, was made by the Friends of the Southern Nevada Library System. Production cost for *Amazing Offer* was about $1000, with participants' time and props donated. Our California Video Resources Project, CVRP, has copies of both. The third is a 30-second video spot, sponsored by the Friends of the San Francisco Public Library, called *Meet Me at SFPL*. [Videotape is shown.] The Friends provided the $5000 production cost, most of which was for animation, which is very expensive. It also included layout cost for the accompanying posters, and for radio and television spots. The spot appears frequently on local TV and has won several awards, including Best in the West. The idea came from McCann-Erickson, a local advertising agency, who approached the Friends. McCann-Erickson will print up the same poster, stripping in the name of your library. Camera ready copy costs $5; printing and distribution will probably have to be arranged by your library.

In the appendices there is a flyer [Appendix I] and a sample of public service announcements [Appendix J] from CIP, the Computerized Community Information Project at San Mateo. There are also sample queries answered by Dallas' APL/CAT for the *Dallas Times Herald* newspaper "Action Line" column [Appendix K].

This is a great way to get publicity in your newspaper. If a question column already exists, you don't have to do the entire column by yourself, but if there isn't one you might consider starting one. Providing this kind of service doesn't cost money; yet it reaches a huge audience, keeping your project constantly in the public eye. The last two items [Appendices L & M] are good examples of "planted" newspaper publicity.

In preparation for this workshop I wrote to most of the major I&R projects for copies of their publicity packets, which are on display. The "Publicity" sheet [Appendix H] defines project acronyms. Some of my favorite publicity samples are the "Action Line" column; TIP's brochures, and instructions for their librarians on community contact and TIP walks and talks. TIP has a very active I&R publicity program. Their flyers are printed in several languages and posted on telephone poles, bulletin boards, and in store fronts all over Detroit. Cleveland's NIC, the Neighborhood Information Center, puts out a brochure which is given to people new in the area, describing the community I&R project, how to get a job, housing, health services, etc. It's a nice survival booklet for the area, and not expensive to put together. The federal government publishes a brochure on the Federal Information Centers, which helps to unravel complexities of the federal bureaucracies, putting people in touch with the right agency.

Does anyone have any questions about publicity, either for me or for any of our practicing I&R people, about their particular publicity programs?

Question from audience

Those two spot announcements you had on videotape - how long would you run them?

Ms. Powers

Well, you'd probably, in consultation with your media people, have to talk about that. Possibly several times a day. Public service announcements are a tricky area. The items on your bibliography will help in writing and disseminating them. Stations will do a certain amount for you on a one-shot, or even a once-a-month basis. It's harder to get them to run something several times a day, as Clara Jones has apparently had done in Detroit. She probably goes to a lot of lunches with media people. You may have to do some of this to increase your coverage.

FOLLOW-UP AND EVALUATION

Jane Irby

I have a few things to say about follow-up which were not mentioned today. When you refer someone to a resource, it is essential to always tell them that if this does not work out for them to please come back; you will try again. Always urge them to come back so they don't come to a dead end; otherwise, if they're unhappy you will never know about it.

The other thing I want to talk about is evaluation, partly because I disagree quite a bit with what Howard said. I want to explain a different point of view.

I think there are two types of evaluation possible - indirect and direct. As to indirect evaluation, I would say you should always keep a count of the I&R questions you answer. To categorize them quickly you should have a form run off with all the major categories; you mark them off as you fill them out, and add them up once a week or once a month. Also, you should occasionally keep, at the very least, a rough count of what percent of your total reference questions are I&R. That's going to be very important when you write I&R into your reference budget.

I also believe in direct evaluation, if it is at all possible, because you need to know: How are all the people that you're giving this information to receiving it? Is it doing any good? Not just how many people are you referring, but what is happening, and is the service working out?

We have tried to build a little of that into CIP. On this form that each of you have [Appendix N] you will notice there's a space where we say, "You don't have to answer these." We tell the library staff never to ask for a person's phone number unless their judgement tells them it's appropriate to do so, or unless people volunteer that information. This does happen. If, in the librarian's judgement, it's proper to do so, they will get the name and address and ask the patron if they're willing to be contacted for user satisfaction evaluation.

We have contacted a number of people who said, "Yes, it's OK for you to contact me." We sent each of them an evaluation form [Appendix O] with a cover letter. The form has some very important questions on it. We asked, "Were you able to understand the information you got from us? Did you contact one or more of the agencies? If yes, was the information provided accurate and complete? If yes, did the agency or agencies provide you with the services you wanted?" And finally, "Would you use this service again?" Then there's space for suggestions or comments.

We sent out about 40 of those and we got about half of them back. People want to be asked. People called us. We managed to send a cover letter but no evaluation form to one person, and they called us and said, "Please send us an evaluation form." Another person called about two weeks later to say, "I feel so guilty; I lost your form"; we sent them another. People want to be evaluated.

I like the evaluations for several reasons. They're good ammunition. If your management says to you, "It's social work; it's not your work," I can say, "No, people are evaluating our work and think we're doing a good job at it." We had very good evaluations, particularly in terms of comments. We got comments like, "The referral service was the most helpful service I received at the time of my need for child care. The information was readily available, free, and given to me very quickly; and passing on the information to my friends, I got a very positive reaction from them."

I showed them to Wes Doak of the State Library, and he made a very interesting comment. He said, "If you read just the comments, didn't know what the service was, you would not be able to distinguish this from any other kind of reference service - 'This was the most helpful service...the information was readily available.'" "Information" is a word people use over and over again in their evaluation, and if you didn't know they were evaluating an I&R service, you'd just think someone was doing a good reference job. That's a very powerful argument if you do have problems either with social workers in your county or with your own management.

I would emphasize that there is a problem of privacy and confidentiality. You can't evaluate people unless they give you specific permission to do so.

APPENDICES

APPENDIX A

I & R: A FEW USEFUL "WHAT-IT-IS" AND "HOW-TO-DO-IT" SOURCES

Assessing Community Information & Service Needs, by Priscilla Gotsick. Rev. ed. Morehead, KY: Appalachian Adult Education Center, Morehead State Univ., 1974. 27p. (Public Library Training Institutes Library Service Guide #2). Available through ERIC: ED 098 982. $.75 microfiche; $1.85 hard copy + postage.*

This guide details the 3 major steps in community information needs assessment: collecting information, interpreting information, and developing a plan of action. Includes samples of forms for preplanning information for expanding services; questionnaire for agency heads; and survey for community residents.

Community Information Service: A directory of public library involvement, by Carol A. Becker. College Park: University of Maryland, College of Library and Information Services, 1974. 92p. (Student Contribution Series #5). Available from ERIC: ED 100 325. $.83 microfiche; $4.67 hard copy + postage.

A state by state listing of community information services in public libraries with a brief description of their organization and program. The appendices include sample forms, publicity items, subject headings and other material from various projects. Bibliographies.

"Defining Information & Referral Services", by Robert Croneberger, Jr. and Carolyn Luck. *Library Journal*, Nov. 1, 1975. pp.1984-1987.

The first article of an LJ series on information and referral service. The authors discuss what information and referral is and is not, the distinguishing factors between information and social work, the concept of advocacy as it relates to I&R and the importance of recognizing that I&R is library work and not some "special service" attached to an existing institution.

"I & R Reference", by Carolyn Luck and Robert Croneberger, Jr. *Library Journal*, Jan. 15, 1976. pp.318-319.

The second article of an LJ series on information and referral. The authors stress that it is essential that we not create isolated and poorly administered "disadvantaged services" or to isolate I&R services either in terms of the back-up resources of the library system or by limiting public access to them. Full services to all citizens must be the goal.

Information and Referral Centers: A functional analysis, by Nicholas Long, et al. Institute for Interdisciplinary Studies of the American Rehabilitation Foundation under a grant from the Administration on Aging. 1971. 50p. Available through ERIC: ED 051 836. $.83 microfiche; $2.06 hard copy + postage.

Examines all functions that might be engaged in by an information and referral center, and the potential role of an I&R center to support the process of planning services for the aged.

Information & Referral Services Series. InterStudy (formerly Institute for Interdisciplinary Studies), Minneapolis, MN, of the American Rehabilitation Foundation. 1971-74. Available free from: Administration on Aging, Social & Rehabilitation Service, Dept. of Health, Education & Welfare, Washington, D.C. 20201. Also available through ERIC: ED 055 632-640. (Note: The ERIC documents are all working draft versions & in some cases there is variation in content from the published versions distributed by HEW. Prices noted are for ERIC.) Although this series of manuals is designed for I&R services for the elderly, it is comprehensive and has a practical orientation for any I&R service.

Information & Referral Services Series, continued

I&R Services: A training syllabus; working draft. 1971. 42p. ED 055 632. $.65 microfiche; $3.29 hard copy.

Covers the purposes & objectives of an I&R training program for staff, & various approaches for training. Includes detailed course outline with references & methods; list of sample questions; bibliography.

I&R Services: Notes for managers; working draft. 1971. 31p. ED 055 633. $.65 microfiche; $3.29 hard copy.

The "why" & "what" of an I&R center for older persons; qualities that should characterize its services & its workers; what background information, knowledge, & resources are needed to establish an I&R center. Includes bibliography & sample news release form.

I&R Services: The resource file. 1973. 115 p. Working draft version: 1971. 67p. ED 055 634. $.65 microfiche; $3.29 hard copy.

Manual on gathering, storing & retrieving information for an I&R service. Instructions cover planning the resource file; gathering information about facilities & private practitioners; organizing, using & updating the resource file. Designed for a single I&R center to set up a resource file on a non-automated basis & also for several centers to be able to cooperate in a coordinated network. Final document (1973 version) includes glossary, bibliography, appendix of sample forms for file cards, letters, in-house use forms, & flow charts on developing & updating the resource file.

I&R Services: Information-giving & referral. 1974. 63p. Working draft versions: *I&R Services: Interviewing & information-giving; working draft.* 1971. 37p. ED 055 635. $.65 microfiche; $3.29 hard copy. *I&R Services: Referral Procedures; working draft.* 1971. 16p. ED 055 636. $.65 microfiche; $3.29 hard copy.

Covers interviewing skills; using the resource file; and the referral process, including how to fill out caller interview forms & referral forms. Has 6 case studies & flow chart on giving I&R.

I&R Services: Follow up; working draft. 1971. 12p. ED 055 637. $.65 microfiche; $3.29 hard copy.

Follow-up seeks to renew contact with a person who has been informed about and/or referred to a service to determine if s/he has been linked successfully to the service s/he needs. Covers the process with individuals & with agencies; using volunteers for follow-up; & sample follow-up forms.

I&R Services: Volunteer escort service; working draft. 1971. 12p. ED 055 638. $.65 microfiche; $3.29 hard copy.

The function of a volunteer escort service is to insure that I&R clients who cannot arrange their own transportation will be escorted to an agency to get the service they need. Covers recruitment, responsibilities, and orientation & coordination of volunteers for escort service, plus consideration of reimbursement for expenses, insurance, & helping the physically disabled.

I&R Services: The role of advocacy; working draft. 1971. 15p. ED 055 639. $.65 microfiche; $3.29 hard copy.

Advocacy in an I&R center means to work & plead on behalf of clients for services that are now non-existent or unavailable to them; to make those changes that are necessary to enable the center to link people to services that aren't now available to them. Covers case advocacy on behalf of individuals; policy or program advocacy to secure changes in an agency; advocacy at local, state, & national levels to effect public policy changes. Also discusses constraints & limitations on advocacy in an I&R center.

Information & Referral Services Series, continued

I&R Services: Reaching out. 1974. 51p. Working draft version: 1971. 67p. ED 055 640. $.65 microfiche; $3.29 hard copy.

Covers what outreach is and why it is needed; the characteristics & duties of outreach personnel; selecting & canvassing the outreach service area. Appendix includes sample census tracts, canvassing assignment sheets, interview schedule & data sheets, & related forms.

Information for the Community, edited by Manfred Kochen and Joseph Donohue. Chicago: American Library Association, 1976. $10.00.

A series of articles about I&R - background, planning, and methods for making them work. The primary aim is to show how to characterize and measure needs, and then to develop the methods for designing the services that meet them. This book offers stimulating ideas, techniques and some recommendations on what still needs to be done.

Libraries and Neighborhood Information Centers, edited by Carol L. Kronus and Linda Crowe. Urbana, IL: University of Illinois, Graduate School of Library Science, 1972. 142p. (Allerton Park Institute Series No. 17).

A collection of papers presented at a conference on library-based information centers. The purpose was to have a forum where librarians could explore the concept and ramifications of I&R before they jumped wholesale into its establishment. A variety of speakers discussed the broad picture of the urban scene with its problems and services. Librarians reported on their I&R projects, outlining their development and current status. This is an informative book as it discusses realistic problems involved in establishing an I&R service.

The Library as a Community Information & Referral Center, by Robert Croneberger, Jr., et al. Morehead, KY: Appalachian Adult Education Center, Morehead State Univ., 1975. 69p. (Public Library Training Institutes Library Service Guide #8). Available through ERIC: ED 108 653. $.76 microfiche; $3.32 hard copy + postage.

A guide to planning I&R services as an integral part of public library services. Covers why the library should provide I&R, and alternative ways to provide it; planning, including needs assessment & format of the service; collecting, processing, & updating information; outreach work & publicity; brief descriptions of what some libraries have done. Bibliography; subject headings from the TIP project, Detroit Public Library; sample subject file & resource cards, data collection forms.

Neighborhood Information Centers: A study and some proposals, by Alfred J. Kahn. New York: Columbia Univ. School of Social Work, 1966. (Reprinted by University Book Service, Brooklyn, NY, 1971.)

Kahn was one of the first to present the idea and urge the establishment of neighborhood I&R centers, which would alleviate the confusion and frustration surrounding access to service agencies. He bases his approach on the British Citizens Advice Bureaus.

The Public Information Center Project, by Joseph C. Donohue and Carole Peppi. Baltimore: Enoch Pratt Free Library, 1971. 46p.

A report on the history, organization, and development of information and referral service at Enoch Pratt Free Library (PIC Project). Part Two is a report on the British Citizen's Advice Bureaus, its purpose and organization. A summary of this project report can be found in *Library Journal*, Oct. 15, 1972, on pages 3284-3288.

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*Order ERIC documents from Document Reproduction Service, P.O. Box 190, Arlington, VA 22210. The ED number must be used in ordering. Prices subject to change.

Special Issues of Periodicals

California Librarian, Vol. 37, No. 3, July 1976. pp.7-42. Cost of this issue is $2.00.

In this issue of the *California Librarian* people who are doing and have been doing I&R share some of the "How-to's". Articles include information on background and issues, setting up community contacts, subject headings, the Peninsula Library System's Inforama, a computerized approach to I&R file management, the service desk and beyond, a volunteer's work at a community I&R center, sharing your file, funding and a long but selective bibliography.

Drexel Library Quarterly, Vol. 12, Nos. 1 & 2, January-April 1976. 179p. Cost of this issue is $9.00 (includes postage).

This entire issue is on information and referral services in the public library. The articles cover such topics as the information function, a theoretical basis for the development of information networks and centers; a social science perspective on urban information systems' design and implementation; needed research on information and referral in the public library; community function in the library's information center; staff training; organization and data collection; community information service in the Monroe County library system; data bases for coping with human needs; public libraries and the information industry; selling the public library; formal education for community information work; and endeavoring to reach the information poor.

Library Trends, Vol. 24, No. 3, January 1976. 214p. Cost of this issue is $4.00.

This issue reflects the state of the art of community analysis and libraries. Topics covered include an overview on studying the community; a history of community analysis in American librarianship; the use of data gathering instruments in library planning; market analysis and audience research for libraries; user studies and library planning; community development as a mode of community analysis; analyzing community human information needs; analyzing information needs of local community organizations; community analysis in an academic environment; the use of community analysis in the measurement process; librarians' continued efforts to understand and adapt to community politics; the role of the social and behavioral sciences in determining library operation and impact; teaching the elements of community analysis and an annotated bibliography of community analyses for libraries.

RQ, Vol. 12, No. 4, Summer 1973. pp.341-363.

Fourteen articles cover information on specific I&R projects, national standards for I&R, equipment needs, citizens' involvement, staff attitudes and a very useful bibliography.

RQ, Vol. 15, No. 1, Fall 1975. pp.5-36.

The authors of seven articles expound their belief in the importance of I&R services in public libraries and the use of nonconventional information sources. Their belief comes from experience and they relate what they have done, are doing and what needs to be done to make libraries a source of community information.

* * *

Compiled by Carol Coon and Gilda Turitz, BARC

APPENDIX B

Taken from the National Standards for Information and Referral Service, published by the Alliance of Information and Referral Services, December 1974. Printed and distributed in the USA by InterStudy, Minneapolis, Minnesota, with the authorization of the Alliance of Information and Referral Services, 1515 East Osborne Road, Phoenix, Arizona 85014.

III. Standards and Criteria Relevant to Program Components

A. STANDARD: The services must maintain an accurate, up-to-date Resource file, which must contain codified information about resources available to the client.

1. CRITERION: Resource File development by qualified personnel shall include activities that update and maintain the information already gathered. These activities shall include a general survey of all existing bonafide agencies and services available and, as necessary, site visits to agencies and services.
2. CRITERIA relevant to Resource File:
   a. The Resource File shall contain an alphabetical list by legal name and appropriate cross-referencing of all bonafide public, private and voluntary agencies that provide essential human services. (For public agencies, the major governmental entity and department should be listed--e.g., Doe County Government, Housing and Urban Development Division, Public Housing Office.)
   b. The Resource File shall contain a service or problem-category file with extensive cross-references.
   c. The Resource File shall contain an area file of agencies and services in commonly accepted geographical subdivisions (this requirement should be considered optional depending on the nature of the geographic area of service).
   d. Each agency listing shall include at least:
      i. The legal name, address, and telephone number of the agency;
      ii. The service provided by the agency;
      iii. The eligibility requirements of the agency;
      iv. Application procedures required by the agency;
      v. The cost of service (the word "sliding scale" may be sufficient);
      vi. The length of time on the agency's waiting list, if any;
      vii. The area served by the agency;
      viii. Branch offices of the agency;
      ix. The name of the agency's intake worker (optional);
      x. The name of the agency's administrator (optional).
3. CRITERION: The resource file shall be updated at least annually.

APPENDIX C

THE RESOURCE FILE RECORD

Whether information about a service is collected through a personal interview or by using a questionnaire completed by the service provider, the library's record should contain information in most of the following areas. (The starred items are considered essential according to AIRS standards.)

*1. NAME - The full legal name of the agency, organization, group or individual providing the service. Names by which it is popularly known may also be indicated. Affiliation of a subunit to the larger unit should be made clear.
*2. ADDRESS - Note all addresses including mailing addresses & branch locations.
*3. TELEPHONE NUMBER - The number the public calls to obtain the service. Note if there is an answering service or an emergency, after-hours number.
*4. SERVICE PROVIDED - Describe the specific service(s) this agency/organization/individual offers. The description should be concise, specific, understandable at a glance and easy to base referrals on.
*5. ELIGIBILITY REQUIREMENTS - Try to ascertain any broad requirements of age, income, residency, etc. Don't try to be too specific as determination of eligibility rests with the service provider, not the librarian.
*6. APPLICATION PROCEDURES - Describe what the client must do in order to obtain the service. May include information on necessity of appointment and if there is a processing delay. The length of time on a waiting list, if any, should be mentioned.
*7. COST - Indicate set fees, if any. If cost is variable according to income and expenses of client use a standard phrase such as sliding scale, based on ability to pay, etc. Note if donations are accepted or special payment arrangements can be made.
*8. GEOGRAPHICAL AREA SERVED - Whether or not the service is limited to residents of a particular area should be clarified.
*9. BRANCH OFFICES - Information about branches may be put in a separate entry or on the same record as the main office; however all branches within the community should be listed in the resource file.
10. INTAKE WORKER - This is the contact person for the client. Generally the position title is sufficient, sometimes a personal name is needed.
11. ADMINISTRATOR -- The name and position of the individual in charge of and responsible for the service. This is usually the executive director or office manager rather than the board president or policy maker.
12. FUNDING - Where the money supporting the service comes from. Public agencies can be divided into federal, state and locally supported and information can be as specific as desired. Note foundation grants, membership dues, donations, service fees.
13. FOREIGN LANGUAGES - All or any languages which staff members can speak besides English can be indicated along with times if not available during all the hours of agency operation.
14. HOURS OF SERVICE - The days and hours the public may make contact to obtain service or set up an appointment.
15. TRANSPORTATION - Public transportation which is available to the agency, may also note if transportation is available from the service provider itself.
16. VOLUNTEERS - Whether or not volunteers are used in the service, if and how they are trained, and what qualifications are necessary may be recorded.
17. COMMENTS - These are usually limited to files used by the library staff only and may include evaluative comments by staff and patrons, the dates information was compiled, updated and reviewed, dates referrals are made, and if there is vertical file material in the library on the agency.

(Sample of a mail-out questionnaire used for data-gathering, this is used by Resource One.)

SOCIAL SERVICE REFERRAL DIRECTORY: QUESTIONNAIRE

INSTRUCTIONS: If you have any changes or new entries for the SSRD, call us at 626-0267, Mon - Fri, 9a.m. - noon, or fill in the appropriate sections (type or print) and mail this page to RESOURCE ONE, 1380 Howard St., S.F., CA 94103, ATTN: SSRD. Please be complete - each listing has a full page. Use another sheet to describe your services if there isn't enough room.

••

1. Name of Agency: _____
2. Address: _____ (zip code)
3. Phone #s: _____ 4. Director: _____
5. Services offered: _____

_____

_____

_____

_____

_____

(attach sheet with further description if needed — list all facilities)

6. Emergency Service & Hours Available: _____
7. Contact Person (position) for services: _____
8. How does one obtain services: Drop-in ☐ Appt. ☐ Referral by _____
9. Eligibility for services: _____
10. Area(s) served: _____
11. Days/Hours services provided: _____
12. Fees: _____
13. Languages (other than English) spoken by staff: _____
14. Agency capacity: _____ 15. Waiting time/list: _____
16. Connecting bus routes to your agency: _____

_____

17. Index (a listing of index categories is on the reverse side - circle areas you want to be listed under)
18. Comments (i.e. funding sources, requests for volunteers, affiliations, etc):

_____

19. Person completing questionnaire: _____ 20. Date: _____
21. Person to contact for updating: _____

Index Categories.....please circle the appropriate categories for your agency

ALCOHOL ABUSE
- Drop-in Centers
- Emergency
- Halfway Houses
- Information & Referral
- Inpatient Care, Residential Treatment
- Outpatient Care, Counseling

BLACK

BLIND & LOW VISION

CHILDREN
- Abuse & Protective Services
- Adoption, Foster Care
- Day Care, Education
- Medical
- Mental Health (therapy & counseling)
- Miscellaneous (not otherwise covered)
- Recreation
- Residential, Day Treatment

CHINESE

CLOTHING
- Direct Services
- Emergency
- Information & Referral

COMMUNITIES

DROP-IN CENTERS

DRUG ABUSE
- Counseling
- Education
- Emergency
- Halfway Houses
- Information & Referral
- Inpatient Care, Residential Treatment
- Methadone Maintenance
- Miscellaneous
- Outpatient Care

EDUCATION
- College Entry
- Learning Disability
- Miscellaneous (not otherwise covered)
- Tutorial & English Language

EMERGENCY
(also see: Alcohol Abuse, Children, Clothing, Drug Abuse, Financial, Food & Nutrition, Housing, Legal (Criminal), Medical, Mental Health, Seniors, Transportation, Women, Youth)

EMPLOYMENT & VOCATIONAL TRAINING (volunteer & wage labor)
- Direct Services
- Information & Referral

FAMILY
- Counseling & Therapy
- General Services

FILIPINO

FINANCIAL
- Business
- Consumer
- Emergency

FOOD & NUTRITION
- Emergency
- General Services
- Information & Referral
- Meals

HANDICAPPED

HOME SERVICES & FOLLOW-UP CARE

HOSPITALS

HOUSING
- Emergency
- General Services
- Information & Referral
- Residential

IMMIGRANTS

INFORMATION & REFERRAL
(also see: Alcohol Abuse, Clothing, Drug Abuse, Employment & Voc. Trng., Food & Nutrition, Housing, Legal (civil), Legal (criminal), Medical, Mental Health, Seniors)

JAPANESE

LATINO

LEGAL (Civil)
- Information & Referral
- Legal Representation

LEGAL (Criminal)
- Emergency
- Information & Referral
- Legal Representation

LIBRARIES

MEDICAL
- Dental
- Education
- Emergency
- Family Planning, Pregnancy, Abortion
- Information & Referral
- Inpatient Care
- Maternity & Infant Care
- Miscellaneous
- Outpatient Care, Clinics
- Special Group
- Venereal Disease

MEN
- Gay Services
- General Services

MENTAL HEALTH
- Emergency, Crisis Intervention
- Halfway Houses, 3/4 way Houses, Residential
- Information & Referral
- Inpatient Care
- Outpatient Care, Clinics

NATIVE AMERICAN

NEIGHBORHOOD AGENCIES
- General Agencies
- Bayview-Hunters Point
- Central City-Tenderloin
- Chinatown-Northbeach
- Haight Ashbury
- Japantown
- Mission
- Others
- Pacific Heights-Marina
- Potrero Hill
- Richmond
- South of Market
- Sunset
- Western Addition-Fillmore

PRISONERS & EX-PRISONERS

PROBATIONERS

RECREATION

REHABILITATION
- Physical
- Vocational, Occupational

RETARDED

SENIORS
- Counseling
- Drop-in Centers
- Emergency
- Employment (volunteer & wage labor)
- Food & Nutrition
- Health Care
- Information & Referral
- Miscellaneous
- Multi-Service
- Recreation
- Transportation

SEXUALITY

SPEECH & HEARING PROBLEMS

TRANSPORTATION
- Emergency
- General Services

VETERANS & MILITARY

WOMEN
- General Services
- Health Care

YOUTH
- Counseling
- Drop-in Centers
- Drug Abuse
- Education
- Emergency
- Employment
- Legal & Prevention from Legal Problems
- Medical
- Mental Health
- Multi-Service
- Recreation
- Residential & Foster Home Placement

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APPENDIX E

AGENCY NAME	SLOT
STREET	
CITY	ZIP
PHONE(S)	HOURS
PERSON IN CHARGE	TITLE
SOURCE OF FUNDS	FEES
LANGUAGES SPOKEN	HOURS SPOKEN
PERSON TO CONTACT	PUBLIC TRANSPORTATION
KEYWORDS	AREA SERVED
ABSTRACT (SERVICES)	

APPENDIX F

DATA COLLECTION - INTERVIEWING AGENCY PERSONNEL

I. Do background work first.

   a. Find out as much as possible about the agency before making personal contact.

   b. Read any literature (brochures, flyers, annual reports) which the agency has published.

   c. Get an idea of the general purpose and services offered.

   d. Obtain the name of the person in charge or a contact person who can give you accurate information about the agency.

II. Decide on a phone interview or a site visit.

   a. If the agency is extremely large and offers many services a site visit may clear up any confusion you have.

   b. A site visit is a good way to start a working relationship with agency staff.

III. Interviewing Techniques

   a. Talk to the person in charge if at all possible; if not, ask for the name and position of the person to whom you speak.

   b. Identify yourself by name and affiliation.

   c. Explain that you are working on a project which will result in an information and referral file on services to the public. If you are publishing this material in a directory, be sure to make that clear to the agency.

   d. Take notes throughout the interview.

   e. Keep your questions open-ended and concentrate on getting specifics - what particular service(s) does this agency provide?

   f. If you don't understand a service or the jargon being used, ask for an explanation - Don't be afraid of appearing ignorant.

KEEP IN MIND:

* Most organizations are eager to be listed in your resource file and will be open with their information.

* The interview is an opportunity for you to remind organizations of your library's importance in disseminating information to the community and to encourage them to spread the word about your service to their clients.

BRANCHES SUBJECT HEADING AUTHORITY LIST

Library Information Center (LINC)
Memphis-Shelby County Public Library & Information Center
Memphis, Tennessee

ABORTION
see also
PREGNANCY, PROBLEM

ADOPTION

ADULT EDUCATION
see also
CONTINUING EDUCATION

Aged
see
SENIOR CITIZENS

Agriculture
see
FARMS AND FARMING

Air pollution
see
ENVIRONMENTAL PROTECTION

ALCOHOLICS - RESIDENTIAL CARE

ALCOHOLICS - TREATMENT

ALCOHOLISM

ALCOHOLISM - EDUCATION

ALCOHOLISM COUNSELING

AMBULANCE SERVICE

ANIMALS
see also
ANIMALS - BABY SITTING
ZOOS

ANIMALS - BABY SITTING

ANIMALS, NUISANCE AND STRAY

Animals, Treatment of
see
PROTECTIVE SERVICES - ANIMALS

Appliances
see
FURNITURE/APPLIANCES - COLLECTION
FURNITURE/APPLIANCES - DISTRIBUTION

APPRENTICES AND APPRENTICESHIPS

ARTHRITIS AND RHEUMATISM

ARTHRITIS AND RHEUMATISM - EDUCATION

ARTS AND CRAFTS

ARTS AND CRAFTS - EXHIBITS

ASTRONOMY
see also
PLANETARIUMS

Attorneys
see
LAWYERS - ASSOCIATIONS

Babies, Abandoned
see
PROTECTIVE SERVICES - YOUTH

BABY SITTERS

BAIL

Battered babies
see
PROTECTIVE SERVICES - YOUTH

BEES

BICENTENNIAL INFORMATION
see also
HISTORY DEPT.
SOCIAL SCIENCES DEPT.

BICYCLES AND BICYCLING

BIRTH CONTROL
see also
VASECTOMY

BIRTH DEFECTS

BLACKS

Blacks - Business
see
MINORITY BUSINESS

BLIND - ADULTS
see also
TALKING BOOKS
VISUALLY HANDICAPPED

BLIND - YOUTH
see also
TALKING BOOKS
VISUALLY HANDICAPPED

BLOOD BANKS

BLOOD PRESSURE

BOATS AND BOATING

BOOKS - COLLECTION

Braces
see
MEDICAL APPLIANCES/SUPPLIES

Breast cancer
see
CANCER

BREAST FEEDING

BUILDING INSPECTION
see also
HOUSING INSPECTION

BUILDING PERMITS

Burials
see
FUNERALS

Buses
see
TRANSPORTATION

BUSINESS
see also
SMALL BUSINESS ASSISTANCE

BUSINESS EDUCATION

CAMPS - HANDICAPPED

CAMPS AND CAMPING
see also
DAY CAMPS

CANCER

Canes
see
MEDICAL APPLIANCES/SUPPLIES

CANOES AND CANOEING

Career guidance
see
VOCATIONAL COUNSELING

CATHOLICS AND CATHOLICISM

CEREBRAL PALSY

Child abuse
see
PROTECTIVE SERVICES - YOUTH

Child care centers
see
DAY CARE CENTERS

Child placement
see
ADOPTION
FOSTER HOME CARE
YOUTH - RESIDENTIAL CARE

Child protective services
see
PROTECTIVE SERVICES - YOUTH

Children - Mental health
see
MENTALLY HANDICAPPED YOUTH

Children - Residential care
see
YOUTH - RESIDENTIAL CARE

Children, Blind
see
BLIND, YOUTH

Children, Deaf
see
DEAF

Children's homes
see
FOSTER HOME CARE
YOUTH - RESIDENTIAL CARE

CHRISTMAS

Citizenship
see
IMMIGRATION AND NATURALIZATION

CITY GOVERNMENT
see also
MEMPHIS - POLITICS AND GOVERNMENT

CIVIL RIGHTS

CLOTHING - COLLECTION

CLOTHING - DISTRIBUTION

Colostomy
see
CANCER

COMMUNITY CENTERS
see also
RECREATION CENTERS

COMMUNITY DEVELOPMENT

COMMUNITY DEVELOPMENT - RESEARCH

Conference facilities
see
MEETING ROOMS

Conservation
see
ENVIRONMENTAL PROTECTION

Construction permits
see
BUILDING PERMITS

Consulates
see
FOREIGN POPULATION

CONSUMER EDUCATION

CONSUMER PROTECTION

CONTINUING EDUCATION
see also
ADULT EDUCATION

COUNSELING
see also specific types of counseling, e.g. ALCOHOLISM COUNSELING, MARRIAGE COUNSELING, RELIGIOUS COUNSELING

Crafts
see
ARTS AND CRAFTS

CREDIT, PROBLEM

Cremation
see
FUNERALS

Crib death
see
SUDDEN INFANT DEATH

CRIME PREVENTION

Crippled children
see
PHYSICALLY HANDICAPPED YOUTH

CRISIS INTERVENTION
see also
DRUG ABUSE - INFORMATION AND REFERRAL
EMERGENCY ASSISTANCE
POISON
RAPE
SUICIDE

Crutches
see
MEDICAL APPLIANCES/SUPPLIES

CYSTIC FIBROSIS

DAIRY EQUIPMENT

DAIRY PRODUCTS - EDUCATION

DAY CAMPS
see also
CAMPS AND CAMPING

DAY CARE CENTERS

DAY CARE ORGANIZATIONS

DEAF
see also
HEARING CARE

DEAF - INTERPRETIVE SERVICES

DENTAL CARE

DIABETES

Diets
see
NUTRITION

Disabled
see
PHYSICALLY HANDICAPPED ADULTS
PHYSICALLY HANDICAPPED YOUTH

DISASTER RELIEF
see also
EMERGENCY ASSISTANCE

DISASTER RELIEF - EDUCATION

DISCRIMINATION
see also
CIVIL RIGHTS

DISCRIMINATION - EDUCATION

Doctors
see
PHYSICIANS - ASSOCIATIONS

Dog bites
see
RABIES PREVENTION

DOWN'S SYNDROME

DRIVING - INSTRUCTION

DRIVING - LICENSING AND REGULATION

DROP-OUTS

DRUG ABUSE

DRUG ABUSE - EDUCATION

DRUG ABUSE - INFORMATION AND REFERRAL

DRUG ABUSE - RESIDENTIAL CARE

DRUG ABUSE - TREATMENT

DRUG ABUSE COUNSELING

DRUGS (PRESCRIPTION)

DUMPS AND LANDFILLS

DYSLEXIA

Ecology
see
ENVIRONMENTAL PROTECTION

Education
see specific subject headings, e.g.
ADULT EDUCATION, PRE-SCHOOL EDUCATION

EDUCATION COUNSELING
see also
VOCATIONAL COUNSELING

ELECTIONS
see also
VOTING

EMERGENCY ASSISTANCE
see also
FINANCIAL ASSISTANCE (EMERGENCY)
MEALS, FREE/NOMINAL CHARGE
SHELTER, TEMPORARY
TRANSPORTATION (EMERGENCY)

EMPLOYMENT - ADULTS

EMPLOYMENT - YOUTH

EMPLOYMENT TESTS

ENGLISH LANGUAGE

ENVIRONMENTAL PROTECTION
see also
GARBAGE COLLECTION
TRASH COLLECTION

ENVIRONMENTAL PROTECTION - EDUCATION

EPILEPSY

EPILEPSY - EDUCATION

EPILEPSY - INFORMATION AND REFERRAL

EXCHANGE STUDENTS

EX-CONVICTS
see also
PAROLEES

EX-CONVICTS - RESIDENTIAL CARE

EYE BANKS

EYE CARE

Eye glasses
see
MEDICAL APPLIANCES/SUPPLIES

FAMILY

FAMILY COUNSELING

Family planning
see
BIRTH CONTROL

FARMS AND FARMING

FILMS

FINANCIAL ASSISTANCE (EMERGENCY)
see also
WELFARE

FINANCIAL COUNSELING

FIRST AID

FISHING - LICENSING AND REGULATION

FLOODING
see also
DISASTER RELIEF

FOOD
see also
EMERGENCY ASSISTANCE
MEALS, FREE/NOMINAL CHARGE
NUTRITION

FOOD STAMPS
see also
WELFARE

FOREIGN POPULATION

FOSTER HOME CARE

Fraud
see
CONSUMER PROTECTION

FUNDING ORGANIZATIONS

FUNDING ORGANIZATIONS - RESEARCH

FUNERALS

FURNITURE/APPLIANCES - COLLECTION

FURNITURE/APPLIANCES - DISTRIBUTION

GARBAGE COLLECTION
see also
DUMPS AND LANDFILLS
TRASH COLLECTION

GARDENS AND GARDENING

GARDENS AND GARDENING - EDUCATION

GENETIC COUNSELING

GENETIC TESTING

GESTALT - EDUCATION

Glasses
see
MEDICAL APPLIANCES/SUPPLIES

Gonorrhea
see
VENEREAL DISEASE

Half-way houses
see
DRUG ABUSE - RESIDENTIAL CARE
EX-CONVICTS - RESIDENTIAL CARE
PAROLEES - RESIDENTIAL CARE

Handicapped
see
MENTALLY HANDICAPPED ADULTS
MENTALLY HANDICAPPED YOUTH
PHYSICALLY HANDICAPPED ADULTS
PHYSICALLY HANDICAPPED YOUTH
VISUALLY HANDICAPPED

HEALTH CARE
see also
EYE CARE
HEARING CARE
MEDICAL EMERGENCY
SPEECH THERAPY
also specific subject headings, e.g.
CEREBRAL PALSY, MUSCULAR DYSTROPHY

HEALTH CARE - INFORMATION AND REFERRAL

HEALTH CARE - RESEARCH

Hearing aids
see
MEDICAL APPLIANCES/SUPPLIES

HEARING CARE

HEART DISEASE

HEMOPHILIA

Heredity of disease
see
GENETIC COUNSELING

HIKING

Hobbies
see
RECREATION

HOME ECONOMICS

Home nursing
see
HOMEMAKER/HOUSEKEEPER SERVICES
NURSES AND NURSING

HOMEMAKER/HOUSEKEEPER SERVICES

Homes, Children's
see
FOSTER HOME CARE
YOUTH - RESIDENTIAL CARE

Homes for women
see
WOMEN'S RESIDENCES

Horticulture
see
GARDENS AND GARDENING

Hospital beds
see
MEDICAL APPLIANCES/SUPPLIES

Hot lines
see
CRISIS INTERVENTION
DRUG ABUSE - INFORMATION AND REFERRAL
EMERGENCY ASSISTANCE
POISON
PROTECTIVE SERVICES - YOUTH
RAPE
RUNAWAY YOUTH
SUICIDE
VENEREAL DISEASE

Houses, Abandoned
see
HOUSING INSPECTION

HOUSING - SENIOR CITIZENS

Housing (Emergency)
see
SHELTER, TEMPORARY

HOUSING INSPECTION
see also
BUILDING INSPECTION

HOUSING, LOW-INCOME

HUNTING - EDUCATION

HUNTING - LICENSING AND REGULATION

HUNTING SAFETY

IMMIGRATION AND NATURALIZATION

Income tax
see
TAX ASSISTANCE

INCURABLE DISEASES - RESIDENTIAL CARE

INFANT CARE

INFORMATION AND REFERRAL SERVICES
see also subdivision INFORMATION AND REFERRAL after specific subject headings, e.g. DRUG ABUSE - INFORMATION AND REFERRAL

Inspection
see specific subject headings, e.g. BUILDING INSPECTION

INSURANCE
see also
MEDICARE
SOCIAL SECURITY

INTERNAL REVENUE SERVICE

JEWS AND JUDAISM

Job placement
see
EMPLOYMENT - ADULTS
EMPLOYMENT - YOUTH

JUVENILE DELINQUENCY

KIDNEY DISEASE

KIDNEY DISEASE - EDUCATION

Kitchens, Public
see
MEALS, FREE/NOMINAL CHARGE

LABOR UNIONS

LABOR UNIONS -- RESEARCH

Laryngectomy
see
CANCER

LAWYERS - ASSOCIATIONS

Leaf pickup
see
TRASH COLLECTION

Learning disabilities
see
MENTALLY HANDICAPPED ADULTS
MENTALLY HANDICAPPED YOUTH

LEGAL AID

Legal aid - Taxes
see
TAX ASSISTANCE

Licensing and regulation
see subdivisions under specific subjects, e.g. AUTOMOBILES - LICENSING AND REGULATION

LOANS

Lung cancer
see
CANCER

MANAGEMENT COUNSELING

MAPS

MARINE RESCUE

MARRIAGE - LICENSING AND REGULATION

MARRIAGE COUNSELING

Mastectomy
see
CANCER

MATERNITY CARE

MEAL PLANNING
see also
CONSUMER EDUCATION
NUTRITION

MEALS, FREE/NOMINAL CHARGE

MEDICAID

MEDICAL APPLIANCES/SUPPLIES

MEDICAL EMERGENCY

Medical services
see
HEALTH CARE

MEDICARE

MEETINGS ROOMS

MEMPHIS - POLITICS AND GOVERNMENT

MEMPHIS - RESEARCH

MEN'S RESIDENCES

MENTAL HEALTH - EDUCATION

MENTAL HEALTH - INFORMATION AND REFERRAL

MENTAL HEALTH - IN-PATIENT

MENTAL HEALTH - SELF-HELP

MENTALLY HANDICAPPED ADULTS

MENTALLY HANDICAPPED ADULTS - EDUCATION

MENTALLY HANDICAPPED ADULTS - EMPLOYMENT

MENTALLY HANDICAPPED ADULTS - RECREATION

MENTALLY HANDICAPPED ADULTS - RESIDENTIAL CARE

MENTALLY HANDICAPPED YOUTH

MENTALLY HANDICAPPED YOUTH - EDUCATION

MENTALLY HANDICAPPED YOUTH - RECREATION

MENTALLY HANDICAPPED YOUTH - RESIDENTIAL CARE

Mentally retarded
see
MENTALLY HANDICAPPED ADULTS
MENTALLY HANDICAPPED YOUTH

Methadone maintenance
see
DRUG ABUSE - TREATMENT

MILITARY SERVICE

MINORITIES - RESEARCH

MINORITY BUSINESS
see also
SMALL BUSINESS ASSISTANCE

MINORITY BUSINESS - RESEARCH

MINORITY RIGHTS - EDUCATION

MISSING PERSONS

Mongolism
see
DOWN'S SYNDROME

Movies
see
FILMS

MOVING (HOUSING)

MULTIPLE SCLEROSIS

MUSCULAR DYSTROPHY

Narcotics
see
DRUG ABUSE

Naturalization
see
IMMIGRATION AND NATURALIZATION

Negroes
see
BLACKS

Nursery schools
see
DAY CARE CENTERS

NURSES AND NURSING

NURSING HOME ORGANIZATIONS

NURSING HOMES
see also
SENIOR CITIZENS - RESIDENTIAL CARE

Nursing mothers
see
BREAST FEEDING

NUTRITION

OCCUPATIONAL THERAPY

Old age
see
SENIOR CITIZENS

Orthopedic appliances
see
MEDICAL APPLIANCES/SUPPLIES

PARKS AND PLAYGROUNDS

PAROLEE COUNSELING

PAROLEES
see also
EX-CONVICTS

PAROLEES - RESIDENTIAL CARE

Permits
see specific subject headings,
e.g. BUILDING PERMITS

Pets
see
ANIMALS

PHYSICAL EXAMINATIONS
see also
HEALTH CARE

PHYSICAL THERAPY

PHYSICALLY HANDICAPPED ADULTS

PHYSICALLY HANDICAPPED ADULTS - EMPLOYMENT
see also
SHELTERED WORKSHOPS

PHYSICALLY HANDICAPPED ADULTS - RECREATION
see also
CAMPS - HANDICAPPED

PHYSICALLY HANDICAPPED YOUTH

PHYSICALLY HANDICAPPED YOUTH - EDUCATION

PHYSICALLY HANDICAPPED YOUTH - RECREATION
see also
CAMPS - HANDICAPPED

PHYSICALLY HANDICAPPED YOUTH - RESIDENTIAL CARE

PHYSICIANS - ASSOCIATIONS

PLANETARIUMS

Playgrounds
see
PARKS AND PLAYGROUNDS

POISON

POLICE/COMMUNITY RELATIONS

POLITICAL ORGANIZATIONS

Pollution
see
ENVIRONMENTAL PROTECTION

PREGNANCY COUNSELING

PREGNANCY, PROBLEM
see also
ABORTION
ADOPTION
BIRTH CONTROL
GENETIC COUNSELING
HEALTH CARE
MARRIAGE COUNSELING
MATERNITY CARE

PREGNANCY, PROBLEM - RESIDENTIAL CARE

PREGNANCY TEST

Pre-natal care
see
MATERNITY CARE

PRE-SCHOOL EDUCATION

Prescription drugs
see
DRUGS (PRESCRIPTION)

PRISONS AND PRISONERS
see also
EX-CONVICTS
PAROLEES

Property tax
see
TAX ASSISTANCE

PROTECTIVE SERVICES - ANIMALS

PROTECTIVE SERVICES - YOUTH

PSYCHOLOGICAL TESTS

Psychotherapy
see
MENTAL HEALTH - IN-PATIENT
MENTAL HEALTH - SELF-HELP

PUBLIC SPEAKING - EDUCATION

RABIES PREVENTION

Race relations
see
CIVIL RIGHTS
DISCRIMINATION

RAPE

READING

RECREATION
see also
COMMUNITY CENTERS, YOUTH - RECREATION; also specific types of recreation, e.g. BOATS AND BOATING
RECREATION CENTERS

RECREATION CENTERS

REFUGEES

RELIGIOUS COUNSELING

Relocation
see
MOVING (HOUSING)

Remedial reading
see
READING

Residences, Men
see
MEN'S RESIDENCES

Residences, Women
see
WOMEN'S RESIDENCES

Residential care
see subdivisions under specific subject headings, e.g. INCURABLE DISEASES - RESIDENTIAL CARE, PREGNANCY, PROBLEM - RESIDENTIAL CARE

RESPIRATORY DISEASES

Retardation
see
MENTALLY HANDICAPPED ADULTS
MENTALLY HANDICAPPED YOUTH

RETIREES
see also
SENIOR CITIZENS

Rheumatism
see
ARTHRITIS AND RHEUMATISM

Roman Catholics
see
CATHOLICS AND CATHOLICISM

RUNAWAY YOUTH

SAFETY
see also specific types of safety, e.g. TRAFFIC SAFETY, WATER SAFETY

SANITATION

Santa Claus
see
CHRISTMAS

SCHOLARSHIPS
see also
STUDENT LOANS

SCOUTING

Security deposits
see
LEGAL AID

SELF-DEFENSE

SENIOR CITIZENS
see also
RETIREES

SENIOR CITIZENS - EDUCATION

SENIOR CITIZENS - RECREATION

SENIOR CITIZENS - RESEARCH

SENIOR CITIZENS - RESIDENTIAL CARE

SENIOR CITIZENS COUNSELING

SERVICEMEN
see also
VETERANS

SEWING

SEXUAL HEALTH INFORMATION
see
VENEREAL DISEASE

SHELBY COUNTY - POLITICS AND GOVERNMENT

SHELTER, TEMPORARY

SHELTERED WORKSHOPS

Sick room equipment
see
MEDICAL APPLIANCES/SUPPLIES

SICKLE CELL ANEMIA

Sign language (Deaf)
see
DEAF - INTERPRETIVE SERVICES

Signs, Street
see
STREET AND TRAFFIC SIGNS

SMALL BUSINESS ASSISTANCE

SMOKING

SOCIAL RESEARCH

SOCIAL SECURITY
see also
MEDICARE

SPEECH THERAPY

SPINA BIFIDA

SPORTS
see also
RECREATION

STREET AND TRAFFIC SIGNS

STREET CLEANING

STREET LIGHTING

Streets, Flooded
see
FLOODING

STUDENT LOANS

SUDDEN INFANT DEATH

SUICIDE

SWIMMING

SWIMMING POOL INSPECTION

Syphilis
see
VENEREAL DISEASE

TALKING BOOKS

TAX ASSISTANCE

Tay-sachs disease
see
GENETIC COUNSELING

Therapy, Occupational
see
OCCUPATIONAL THERAPY

Therapy, Physical
see
PHYSICAL THERAPY

TOURIST INFORMATION

TOURS

Trades
see
VOCATIONAL TRAINING

TRAFFIC LIGHTS & SIGNALS - INSTALLATION

TRAFFIC LIGHTS & SIGNALS - REPAIR

TRAFFIC SAFETY

Traffic signs
see
STREET AND TRAFFIC SIGNS

TRANSACTIONAL ANALYSIS - EDUCATION

TRANSPORTATION

TRANSPORTATION - RESEARCH

TRANSPORTATION (EMERGENCY)

TRASH COLLECTION
see also
GARBAGE COLLECTION

TRAVEL
see also
TOURS

TREE SERVICE (REMOVAL, SPRAYING, TRIMMING, ETC.)

TUTORS AND TUTORING

TWINS

UNEMPLOYMENT COMPENSATION

UNITED STATES - POLITICS & GOVERNMENT

UTILITIES

VD
see
VENEREAL DISEASE

VASECTOMY

VENEREAL DISEASE
see also
SEXUAL HEALTH INFORMATION

VETERANS

VISUALLY HANDICAPPED

VOCATIONAL COUNSELING

VOCATIONAL TRAINING

VOTING
see also
ELECTIONS

Walkers
see
MEDICAL APPLIANCES/SUPPLIES

Water pollution
see
ENVIRONMENTAL PROTECTION

WATER SAFETY

WEATHER

WEED CONTROL

WEIGHT CONTROL (PHYSIOLOGY)

WELFARE

Wheel chairs
see
MEDICAL APPLIANCES/SUPPLIES

WILDLIFE

WOMEN'S RESIDENCES

WOMEN'S RIGHTS - EDUCATION

YOGA

YOUTH

YOUTH - EDUCATION

Youth - Employment
see
EMPLOYMENT - YOUTH

YOUTH - RECREATION
see also
YOUTH

YOUTH - RESEARCH

YOUTH - RESIDENTIAL CARE

ZONING

ZOOS

APPENDIX H

PUBLICITY

On display are Publicity and Information Packets from the following I&R projects:

APL/CAT Dallas Public Library (A Programmed Language/Community Access Tool)

CIP San Mateo Public Library (Computerized Community Information Project)

LINC Memphis-Shelby County Public Library (Library Information Center)

LINK Los Angeles Public Library (formerly ANSWERS. Not an acronym)

NIC Cleveland Public Library
Houston Public Library
Queensborough Public Library (Neighborhood Information Center)

OASIS Los Angeles County Public Library, Antelope Valley (Older Americans Special Information Services)

TIP Detroit Public Library (The Information Place)

A Few Helpful Sources for Doing Publicity

California Publicity Outlets. Unicorn Systems Co., Information Services Division, 3807 Wilshire Blvd., Los Angeles, CA 90010. Annual, latest is 1975/76. $24.95.
A useful reference tool for anyone interested in doing publicity. Contains lists by county, of newspapers (including foreign language and ethnic), magazines and correspondents, radio and TV stations, and radio and TV stations that use publicity materials.

Coordinated Library Information Program, Inc. (CLIP)
Harried Librarian's Guide to Public Relations Resources, by Marian Edsall. Available from CLIP, Box 1437, Madison, WI 53701. 1976. $3.
An excellent source guide. Contains: I. Annotated bibliography of published materials on public relations, publicity, displays, programming, printing. II. Sources which furnish promotional aids for libraries, graphic aids, displays & exhibits, "freebies", etc.
Tips from CLIP. Bimonthly newsletter. $2 per yr. to Wis. residents; $5 per yr. out-of-state.
Newsletter with helpful hints on library public relations, publicity, promotion.

Jacobs, Herbert. Practical Publicity; a handbook for public and private workers. McGraw-Hill. 1964.
Provides detailed guidance in laying out plans, especially for newspaper publicity. Covers such topics as writing press releases, dealing with editors, arranging for pictures, "planting stories", what to do in case of adverse publicity.

Public Media Center, 2751 Hyde St., San Francisco, CA 94109.
Strategies for Access to Public Service Advertising, by Glenn Hirsch and Alan Lewis. 1976. Available from the Center.
Helpful guidelines for creating Public Service Announcements (PSAs), tactics for getting on the air, dealing with station personnel, etc.

BURLINGAME PUBLIC LIBRARY
480 Primrose Road
Burlingame, Ca. 94010
344-1164

DALY CITY PUBLIC LIBRARY
40 Wembly Drive
Daly City, Ca. 94105
878-8900

MENLO PARK PUBLIC LIBRARY
Civic Center
Menlo Park, Ca. 94025
325-7894

REDWOOD CITY PUBLIC LIBRARY
881 Jefferson Ave.
Redwood City, Ca. 94063
369-3737

SAN BRUNO PUBLIC LIBRARY
701 West Angus
San Bruno, Ca. 94066
588-7726

SAN MATEO CITY LIBRARY
55 West Third Ave.
San Mateo, Ca. 94402
574-6952

SAN MATEO COUNTY LIBRARY
Atherton Library
No.2 Station Lane
Atherton, Ca. 94025
328-2422

BELMONT LIBRARY
1110 Alameda
Belmont, Ca. 94002
591-8286

EAST PALO ALTO LIBRARY
2415 University Ave.
East Palo Alto, Ca. 95303
321-7712

FOSTER CITY LIBRARY
600 Foster City Blvd.
Foster City, Ca. 94404
574-4842

HALF MOON BAY LIBRARY
620 Correas St.
Half Moon Bay, Ca. 94019
726-2316

MILLBRAE LIBRARY
631 Magnolia Ave.
Millbrae, Ca. 94030
697-7607

PACIFICA LIBRARY
Hilton at Palmetto
Pacifica, Ca. 94404
355-5196

SAN CARLOS LIBRARY
655 Chestnut St.
San Carlos, Ca. 94070
591-0341

WOODSIDE LIBRARY
3140 Woodside Road
Woodside, Ca. 94601
851-0147

SOUTH SAN FRANCISCO LIBRARY
840 West Orange Ave.
South San Francisco, Ca. 94080
873-8000 ext. 336
(After 5 P.M. call 873-8007)

WHO KNOWS WHO CAN HELP?

THE LIBRARY KNOWS WHO!

Public Libraries in San Mateo County can give you information in English and in Spanish about agencies providing:

Child Care
Family Counseling
Consumer Protection
First Aid Classes
Senior Citizen's Services
Job Training
Legal Aid
Alcohol Abuse Programs

and Hundreds of Other Services
for San Mateo County residents

Contact the reference desk at your local library in person or by phone.

Produced under the auspices of a Library Services and Construction Act (LSCA) grant.

APPENDIX J

CIP has recently sent the following public service announcements to local radio stations:

COMPUTERIZED COMMUNITY INFORMATION PROJECT June 28, 1976

55 West Third Avenue

San Mateo, California 94402

For more information contact Jane Irby or J. Enrique Rey

(415) 344-7926

30-Second Spot Announcement

ARE YOU LOOKING FOR: FAMILY COUNSELING? FREE LEGAL AID FOR SENIOR CITIZENS? CHILD CARE? WHERE TO FILE A CONSUMER COMPLAINT? A LOW COST SPAY AND NEUTER CLINIC?

PUBLIC LIBRARIES IN SAN MATEO COUNTY CAN PROVIDE YOU WITH THIS INFORMATION FREE OF CHARGE.

THEY HAVE A COMPUTER FILE OF SERVICES AVAILABLE IN THE COUNTY AND CAN GIVE YOU INFORMATION IN ENGLISH AND SPANISH ABOUT THE AGENCIES THAT CAN HELP YOU.

WHEN YOU WANT HELP FINDING A COMMUNITY AGENCY THAT PROVIDES A SERVICE YOU NEED, CALL OR VISIT YOUR PUBLIC LIBRARY IN SAN MATEO COUNTY AND SPEED UP YOUR SEARCH.

COMPUTERIZED COMMUNITY INFORMATION PROJECT June 28, 1976

55 West Third Avenue

San Mateo, California 94402

For more information contact Jane Irby or J. Enrique Rey

(415) 344-7926

10-Second Spot Announcement

DO YOU NEED TO KNOW WHERE TO FIND CHILD CARE, FREE PHYSICAL EXAMINATIONS FOR SENIOR CITIZENS, OR LEGAL AID IN SAN MATEO COUNTY?

CONTACT ANY PUBLIC LIBRARY IN SAN MATEO COUNTY FOR FREE INFORMATION AND REFERRAL TO HUNDREDS OF HUMAN SERVICES.

APPENDIX K

Newspaper Column

Dallas Public Library's I&R Project is called APL/CAT (A Programmed Language/Community Access Tool). The following are sample questions answered by APL/CAT for the Dallas Times Herald newspaper's daily "Action Line" column.

2—A•••• Wednesday, April 21, 1976, DALLAS

ACTION LINE

PHONE 744-6250

MAILING ADDRESS: Action Line, The Dallas Times Herald, P.O. Box 5445, Dallas, Tx 75222

Where can I obtain a list of Dallas clubs and organizations? D.M.

You timed your question perfectly, D.M. Just off the press is the second edition of *Open Dallas*, a 254-page guide to area services and resources published by the Dallas Public Library and Chamber of Commerce. Mail copies are $3.40 each and can be ordered from Open Dallas, Dallas Public Library, 1954 Commerce, Dallas, Tx. 75201.

You read all the time about pedestrians being hit by cars. I wonder how many of the pedestrians involved in such accidents have been drinking? A.

We can give you the figures on fatalities. Police say 14 pedestrians have died in accidents thus far this year. Of that number, two had been drinking.

2—A•••• Monday, April 26, 1976, DALLAS

ACTION LINE

Maybe the center that awarded you a Texas Certificate of High School Equivalency never filed it with the state for issuance. Check that, then send another inquiry to GED Testing Program, Texas Education Agency, 201 E. 11th St., Austin, Tx. 78701.

How can I locate a square dance group? My brother and sister-in-law from Chicago are going to be visiting Dallas in June, and they want to earn their "traveler's badges" from their home dance group. Mrs. W.G.L.

The Dallas Public Library's APL-CAT service (748-9071) tells us you can get the name of a club near you by contacting the North Texas Square and Round Dance Association at 461-3388.

Will the Dallas Transit System issue revised bus schedules when Daylight Savings Time goes into effect? Mrs. G.H.P.

No. DST won't affect DTS.

Thursday, March 11, 1976

My daughter will graduate from high school in June and she wants to go to college. However, I'm a widow and we would need assistance to make her dream come true. Are there any groups that might be willing to help? Mrs. K.M.S.

Courtesy of the Dallas Public Library's APL/CAT, we're sending you a computer print-out of 32 such organizations. Anyone desiring lists of Dallas area services and resources, may call APL/CAT (pronounced *Apple-Cat*) at 748-9071, Ext. 249.

Monday, March 15, 1976

Are there any informal groups in Dallas that jog every day? A.

The Dallas Public Library's APL/CAT suggests you check with the Cross Country Club of Dallas. (324-0947). That group may be able to put you in contact with other joggers.

Tuesday, May 25, 1976

I'd like to have a list of the women's lib organizations in the Dallas area, please. H.Y.

The folks at the Dallas Public Library's APL/CAT (748-9071) say the term, "women's lib," defies description. So they're sending you a list of some 40 groups, each of which centers on some aspect of women's rights.

Sunday, July 11, 1976

Is there any type of mixed choral group in the Dallas area other than the Dallas Civic Chorus? S.H.

The Dallas Public Library's APL/CAT service (748-9071) is sending you a computer printout of 13 singing groups. Most are quite specialized, but you may be able to find one to your liking.

(Newspaper article on Dallas Public Library's I&R Project) APPENDIX L

The Dallas Morning News
Friday, April 16, 1976
TREND
C

Computers program human kindnes

By NENE FOXHALL

There really may be help for humans in the cold, cruel world of computers.

There is one of those mind-boggling machines at the Dallas Public Library that has the helpless human uppermost in its mechanical mind, or so they tell us.

The APL-CAT (A programming language community access tool), called the Cat for short, has helped a little old Dallas lady find some little old men by referring her to senior citizens' social groups. It helped a desperate overeater by referring him to Overeaters Anonymous. The Cat gave an equally desperate housewife with an overgrown stack of bills some sources of credit counseling.

The helpful, cheerful computer is actually a computerized listing of more than 3,500 organizations, services and resources in the Dallas area. The actual computer and its "memory" are stored in the Dallas Community College District computer center.

LIBRARY VISITORS ASK the operator a question. She codes the question appropriately and asks for an answer via special typewriter. Within a few seconds the Cat spits out the answer via the same typewriter.

There is something for everyone in the Cat's memory. It can even tell you where the bike trails, swimming pools, tennis courts and free films can be found.

One patron found a Sherlock Holmes Club in the area through the Cat. But a disappointed customer discovered there is no brick collecting club in the immediate area. But there are barbed wire clubs, cave exploring clubs, rock climbing and sky diving groups, so the Cat reports.

The computer can direct you to dogwood trails, flea markets, antique sales and tours. It will refer you to groups to help you stop smoking, stop drinking and stop eating.

And if you want to start drinking, the Cat will direct you to a wine tasting group or class.

One man asked for the Dallas bird count and got it and a young man wanting to join the circus was at least referred to one.

AN EX-OFFENDER in need of help was given a printout of agencies offering services to ex-offenders. Program chairmen looking for speakers on subjects ranging from women's rights to child abuse to learning problems can find them in the Cat.

Many groups have checked the Cat for mailing lists for workshops and awareness campaigns, and agencies compiling directories on everything from aging to alcoholism can check their lists against the Cat's, resulting in the beginning of an information network process.

The Cat has been developed over a period of seven years in the community education office of the library, headed by Margaret Warren. It was made possible through a series of cooperative agreements with community agencies and the college district.

"This is a friendly computer for the man on the street. Most computers are for scholars, scientists and researchers," said Ms. Warren.

"The idea is to open doors to people so they can become involved in the community. Dallas is a big city with a lot of newcomers and a lot of people services," she said.

"We believe that in the library's role as an information source, information on these services should be readily available.

"We have cataloged all the people resources and services in Dallas the same way we catalog printed material," she said.

The staff workers scan newspapers for any new service, resource or club, and they often receive calls with new information for the listings. "It's a sharing network," she said.

So,if you've got a problem or just need some information, call the Cat at 748-9071. It may not know all the answers, but it knows a lot of them. And you can be sure it won't send you a computerized bill.

APPENDIX M

(Newspaper article on CIP)

S. F. Examiner May 9, 1970

Computer speeds library service

By Harold V. Streeter

"We're so hungry," the man said, standing beside his pregnant wife. "We've just got to have something to eat. But I don't have any money. Please help us."

The couple were in the Fair Oaks branch library in Redwood City. It was after 6 p.m. The librarian phoned the city's main library, which has a teletype machine.

There, the reference librarian typed out a form, keyed it with an identifying count number and fed it into Stanford's computer complex. In a flash, SPIRES (Stanford Public Information Retrieval System) went through 560 categories and came back with the answer. The couple were sent to St. Anthony's Church.

Seven city and nine country branch libraries in San Mateo County, all with teletypes that can directly contact the computer, are linked into an information referral service. This is the first county library system in California to do this and the first in the nation to use computers.

The 560 service records already stocked with answers are far-ranging:

- How to get a cat spayed inexpensively in a specific place (the most recent inquiry was in Burlingame).
- How to adopt a child.
- Where to go for family counseling.
- How to obtain child care.
- Where senior citizens can get free physical exams.

And, says Jane Irby, the project director operating out of the San Mateo Public Library at 55 West Third Ave.

"We are federally funded through 1977 to increase the computer lists of issues and problems to 2,000.

The computer can answer in English or Spanish.

So far more than 100 librarians have been trained to prove their libraries are more than just book depositories and that a computer has a heart.

Anyone seeking the service either goes to the library or telephone and asks for the reference librarian. If the help-seeker is present at the library, he can get the computer's printed answer to take home.

The points of reference

The 16 libraries linked into California's first countrywide, computerized referral service, and their phone numbers:

City libraries — Burlingame, 480 Primrose Road, 344-1164; Daly City, 40 Wembly Drive, 878-8900; Menlo Park, Civic Center, 325-7894; Redwood City, 881 Jefferson Ave., 369-3737; San Bruno, 701 W. Angus, 588-7726; South San Francisco, 840 W. Orange, 873-8000, ext. 336; San Mateo, 55 W. Third Ave., 574-6950.

County branches — Atherton, 2 Station Lane, 328-2422; Belmont, 1110 Alameda, 591-8286; East Palo Alto, 2415 University Ave., 321-7712; Foster City, 600 Foster City Blvd., 574-4842; Half Moon Bay, 620 Correas St., 726-2316; Millbrae, 631 Magnolia Ave., 697-7607; Pacifica, Hilton at Palmetto, 355-5196; San Carlos, 655 Chestnut St., 591-0341; Woodside, 3140 Woodside Road, 851-0147.

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APPENDIX N

PLS COMMUNITY INFORMATION

REQUEST FORM

Type of request: ☐ In person ☐ Phone ☐ Other _____	Date:

Patron's question:

What geographic area does patron prefer?	Age group served	Language needed
Keywords/Search statement		Project use only

The following information is useful but not, in most cases, essential. Do not insist that patrons furnish the information. Use careful judgement; in some cases you may choose not to ask these questions.

How did patron learn about C.I.P.?	Request is ___For personal use ___Other ___For professional use _____

Is patron willing to be contacted for user satisfaction evaluation? ☐ Yes ☐ No

Patron's name:

address:

phone:

affiliation:

(9/75)

APPENDIX O

CIP Evaluation Form

1. When did you use the service (approximately)? month____ day____ year____

2. At which library did you use the service?_____

3. How many times have you used the service?

4. Did you request information in person?_____
   by phone?_____

5. Did you request information for yourself?_____
   on behalf of someone else?_____

6. Did you receive a computer printout in response to your request?
   yes_____ no_____

7. Were you able to understand the information contained in the printout?
   yes_____ no_____

8. Did you contact one or more agencies listed in the printout?
   yes_____ no_____

   8A. If yes, was the information we provided you accurate and complete?
   yes_____ no_____

   8B. If yes, did the agency or agencies provide you with the service you wanted?
   yes_____ no_____

9. Would you use this service again?
   yes_____ no_____

Please add any suggestions or comments.